

shipping MANAGEMENT



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October 18th-23rd, 1959

OCTOBER, 1959

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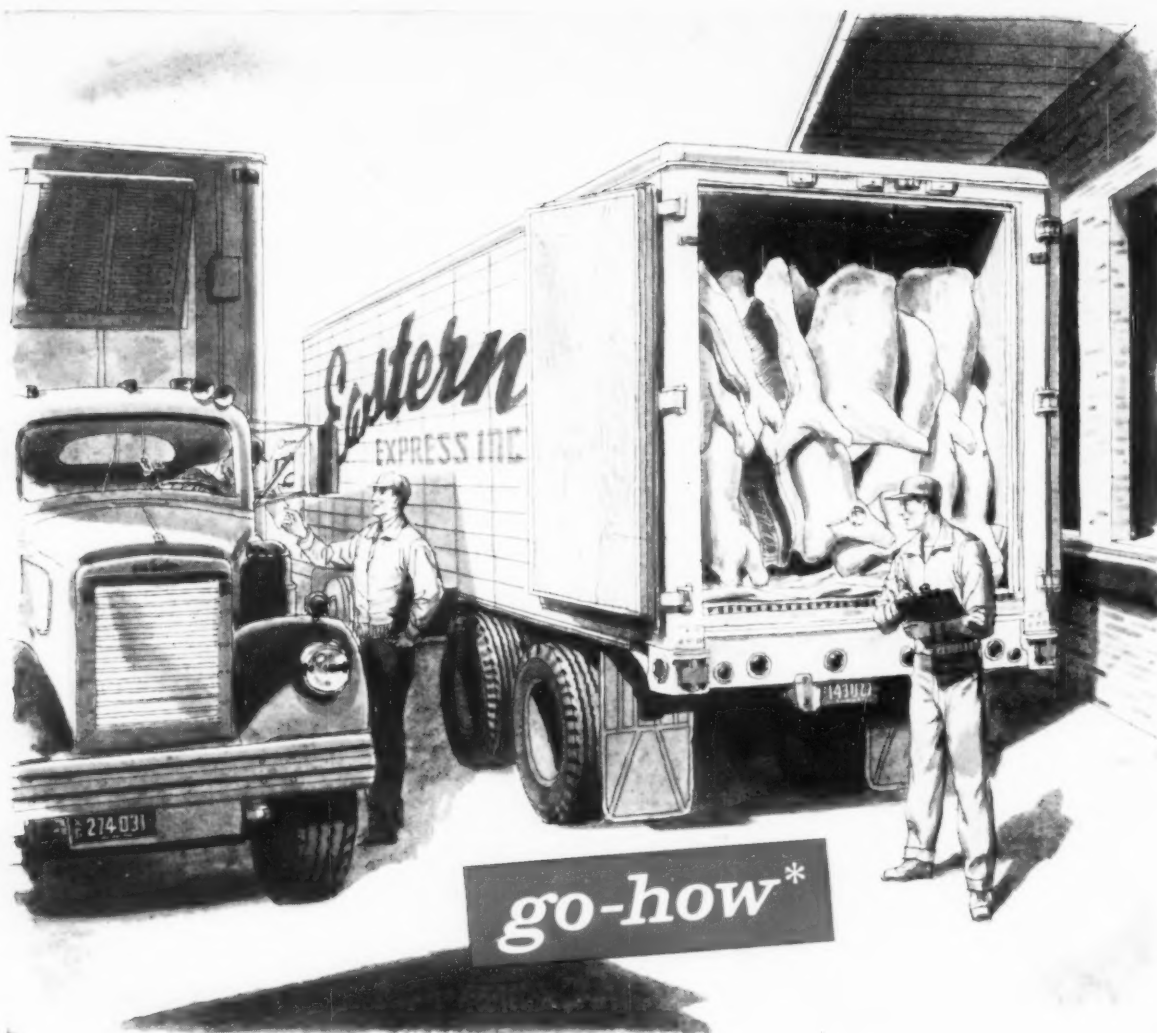
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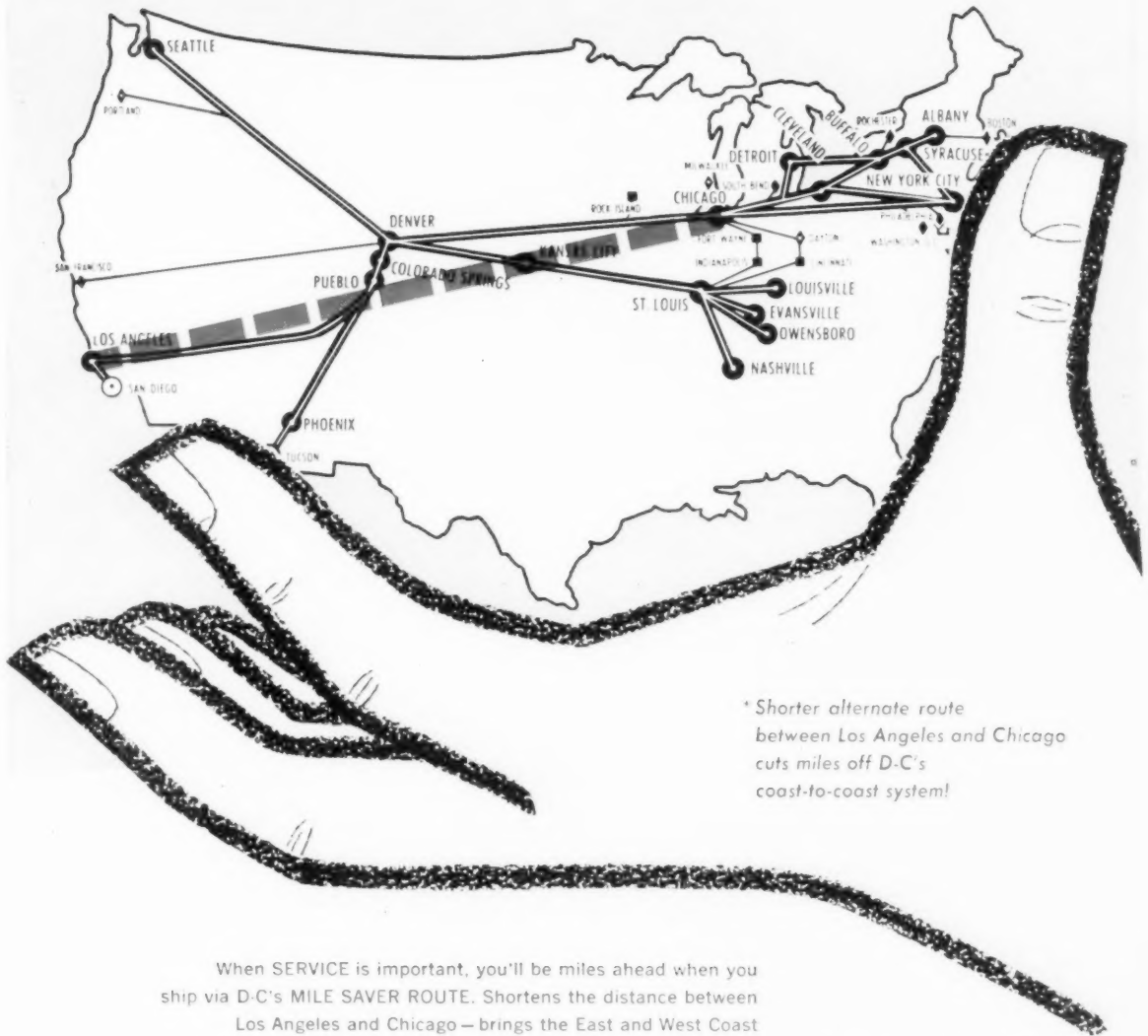
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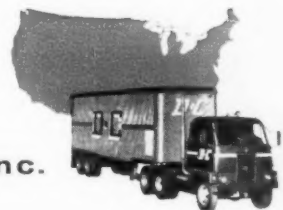
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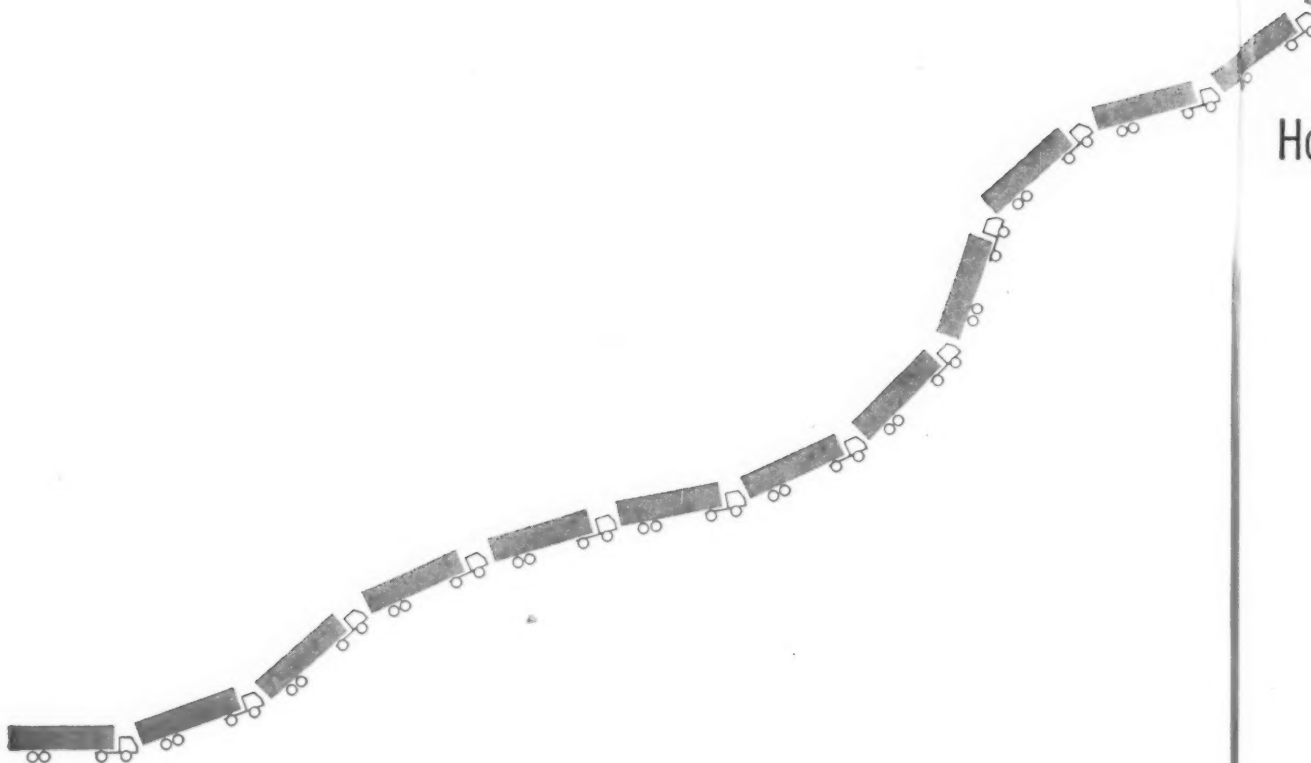
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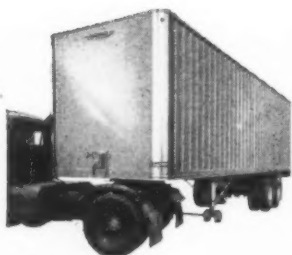
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October, 1959





These 6 basic trailers... with variations to suit your needs... are typical custom design options



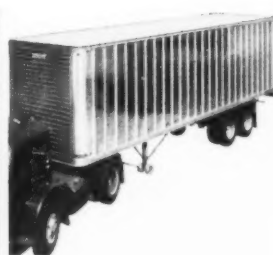
the
P-64

An all steel van utilizing Trailmobile's exclusive Integral Post construction. This exceptionally rugged design features high capacity, low weight, practical values at low cost.



the
P-68

An all steel van utilizing Integral Post construction reversed to provide a smooth side. Here is exceptional strength, low weight and good appearance at a low, low price.



the
C-64

A truly outstanding value in an aluminum trailer that offers big cube in a strong, unusually light design. New, exposed post side panel is key to important weight saving.



the
C-68

A companion unit to the C-64 featuring side panels of horizontal corrugated aluminum. New quarter panel design is aluminum extrusion providing for leakproof roof fastening.



the
L-6

This is a van that loading is lightweight. Unit provides side panel

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the
L-64

C-64 This is the now famous Lo-Level van that features straight floor loading and high capacity in a lightweight aluminum trailer. Unit pictured has exposed post side panels.



the
L-68

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October, 1959

IN THIS ISSUE

A salute to the ATA

1959 has been a year of enormous progress for the trucking industry. Spearheading that progress has been the American Trucking Associations, motor freight's official organization.

How the ATA serves the shipper

Dedicated to the welfare of the motor carrier, the ATA is also keenly interested in the needs and problems of the shipper. Here are some of the vital services performed by key ATA departments on behalf of the nation's highway shippers.

Truck crossword puzzle

What's your Trucking IQ? Here's a puzzle tailor-made to put your knowledge of trucking terminology to the test.

Truck ramps spark loading at Pratt & Lambert

Target: a faster, smoother, more effective loading-unloading operation. P & L's weapon: efficiency-building, self-leveling truck ramps.

What the AASHO Road Test means to you

Future developments in motor freight—including how much it will cost to transport over-the-highway goods—will be influenced profoundly by the results of the AASHO Road Test, the most intensive road study of its type ever undertaken.

Stark's formula for damage-free deliveries: trucks + wirebounds 28

Packing and shipping delicate trees to customers around the country can pose some king-sized puzzlers. Stark's solution? Foolproof wirebound boxes and safe, speedy truck transportation.

Motor freight, high-speed handling facilitate shipping at Bowman Products

Producing a wide variety of automotive components, Bowman relies extensively on a smooth-as-silk handling operation and highway transportation to move its goods to its customers speedily and in A-1 condition.

PHOTO STORY: Truck whizzes DuPont film from East to West Coast

Problem: transporting a load of film from New Jersey to California—and getting it there in a hurry! Solution: motor freight. Result: delivery in a blistering 122½ hours.

D. R. Dominie: How to use a truck floor plan

A shipper's guide to state motor transportation associations

Via Motor Carrier	19
Intimate Notes of	
Eminent People	22
News You Can Use	30
Motor Carrier Dicta	38
Traffic News	41
New Products	48
Air Cargo News	53

Helps	56
Transportation Profile	64

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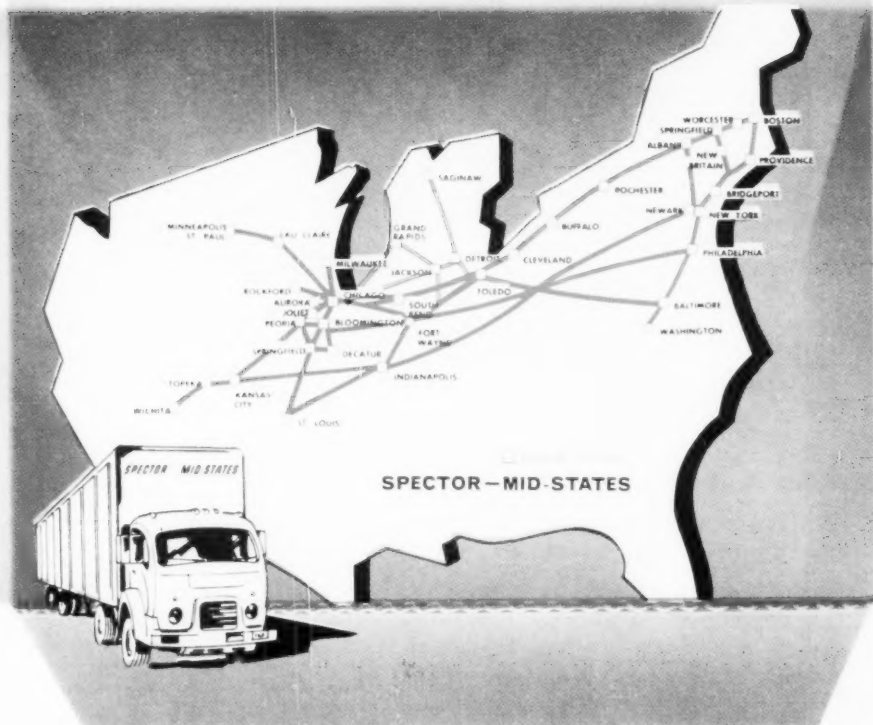
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shipping

MANAGEMENT

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A salute to the ATA

Meeting in Los Angeles later this month, the 26th Annual Convention of the American Trucking Associations will have plenty to cheer about.

1959 has been a terrific year for the high-stepping trucking industry and for the shippers it serves so well. Motor carriers are transporting more freight. They are currently in the midst of the greatest facility and fleet building boom in their history. What's more, thanks to their unrelenting search for improved handling and transport techniques, they are moving freight faster, more efficiently and far more economically than ever before.

Unafraid to test promising new shipping techniques, since last year's Silver Anniversary Convention of the ATA, motor freight has taken a number of giant steps forward.

Double-bottom service has been inaugurated on the New York State Thruway. Alert to the tremendous meaning of the St. Lawrence Seaway, trucking's role in hauling cargo to and from this vital waterway is skyrocketing in importance. So is the part the trucking industry is playing in the development and the expansion of piggyback.

Underlying the breathtaking progress the trucking field is making today is the work of the American Trucking Associations — the industry's official organization. (See our article on the ATA in this issue).

Alert and progressive, the ATA is primarily interested in the advancement of truck transportation and the welfare of America's motor carriers.

Yet, in its zeal to serve the carrier, it has not overlooked the highway shipper. Realizing full well that the future of motor freight hinges on the continued favor of the shipper, the ATA is deeply interested in the shipper and his problems and in the continued availability of fast, flexible truck transportation, responsive to shipper requirements.

For this, it has earned the admiration and the respect of shippers all over the country.

Publisher



HOW THE ATA SERVES THE SHIPPER



J. R. Cooper
President



of major importance to the nation's shippers. Here's why.

Date: October 18th. **Place:** Los Angeles. **Event:** the 26th Annual Convention of the American Trucking Associations—

always a meeting

● Alert to the needs of the shipper, progressive in its approach to advanced transport concepts and equipment, and relentless in its efforts to streamline the handling and hauling of freight, the trucking industry today is the "muscle" of U. S. transportation.

To a large extent, the unparalleled growth of the field has been spurred by the official voice of motor freight—the American Trucking Associations. Now in its 26th year, the ATA currently ranks as one of the nation's most influential and successful transportation organizations.

Although the main concern of the ATA is, of course, the welfare of motor freight carriers, many of its major departments are keenly interested in the shipper and in the con-

tinued availability of fast, flexible truck transport, responsive to shipper needs. (For a complete run-down on the work of the ATA's councils and its 11 conferences, see the November, 1958, issue of *Shipping Management-National Hi-Way Shipper*.)

Take, for example, the ATA's **Traffic Department**. One of the key tasks performed by this unit is the preparation of a guide of vital importance to everyone who ships or hauls motor freight. Name: the *National Motor Freight Classification*. The last word in commodity descriptions and ratings of truck-borne freight, the *National Motor Freight Classification* is published under contract with the National Motor Freight Traffic Association, an autonomous body of some 4,000 highway carriers.

In addition to its publishing assignment, the Traffic Department also serves as the staff for the NMFTA and its National Classification Committee. This committee sets policy for the National Classification Board—policy designed to guide it in the classification of motor freight. The Classification Board, in turn, provides motor freight shippers with a single effective national body dealing with new or changed classification provi-

sions and improved packaging. It also provides the nation's industrial shippers with a sympathetic forum for the presentation of their views on these matters.

Aside from its classification functions, the Traffic Department aids the shipper in still another way. How? By acting as the staff for the Transportation Committee on Practices and Procedures. Primary aim of the group: to cut less-than-volume shipment handling costs and increase efficiency.

Accounting in action

Matching the shipper services of the Traffic Department is the ATA's **Accounting** section. Certainly one of the most important programs undertaken by this department in recent years is its all-out drive to encourage the establishment of clearing houses for the collection of freight bills.

Both commercial banks and cooperative motor carrier groups are now operating collection centers. Benefits to participating shippers? Enormous. Most significant advantage: shippers may pay all their truck transport bills with a single bank check, instead of paying individual truck lines as goods are hauled.

Another ATA unit working hard



W. B. Frantz
1st VP



R. S. Moore
2nd VP



J. J. Gill
3rd VP



H. L. Gormley
Secretary

on behalf of the shipper is the ATA's **Safety Department**. By setting up standards and pushing for the selection and training of steady, dependable, careful truck drivers, this unit is largely responsible for the low loss and damage rate the trucking industry has attained.

Among the techniques being utilized by the Safety Department to stimulate better, safer driving are fleet safety contests and an annual Driver of the Year competition, accenting safe driving. The Safety Department also oversees the National Truck Rodeo, which tests drivers' knowledge of safety regulations, fire fighting and first aid, as well as their skill in handling any one of five key highway vehicles.

Other activities of the group: highway traffic control surveys and accident studies.

Still another key unit, from the standpoint of the motor freight shipper, is the ATA's **Research Department**—the trucking industry's top-notch fact finding group. One of its most important jobs: preparing a weekly motor freight tonnage report, as a highly accurate, extremely useful barometer of national business activity.

The rapid growth of intercity trucking over the past two decades has

worked significant changes in the U. S. economy. Fast, flexible motor freight has made it more and more unnecessary for firms to stockpile large inventories of goods. Compared with 10 years ago, a much shorter time now elapses between the movement of goods and their final distribution.

This and other changes in marketing techniques have lessened the value of certain formerly useful business indexes. With motor freight riding high, for example, rail carloadings are no longer as accurate or as valid a barometer of business activity as they used to be, while an index based on intercity highway shipments becomes a must.

developing the index

Attempting to meet the need for a reliable motor freight index, several years ago the ATA launched a survey of intercity carriers to learn the volume they were hauling on a monthly basis. In time, the ATA began publishing monthly, quarterly and annual truck tonnage reports. However, there was one drawback in the ATA's former index system. The organization's reports suffered seriously from time lags affecting their usefulness as indicators of current business trends.

Following a painstaking analysis of the situation, the ATA decided to try a new approach. It began gathering data, on an experimental basis, for weekly reports.

Tests quickly revealed that the weekly survey accurately mirrored the freight movements of industry. Today, the ATA Research Department's Weekly Tonnage Report—based on consignments moving in and out of some 425 important truck terminals—is a valid reflection of general business trends around the country.

Most shippers have already found this barometer invaluable, both in planning their operations and in gauging the general tempo of the economy.

A fifth ATA unit keenly interested in the shipper and his problems is the **Public Relations** department. One of its major tasks: staffing the ATA Customer Relations Council—a group dedicated to improving over-the-highway service and enhancing customer-carrier relations.

Many of the CRC's programs are of indirect, but substantial, advantage to the shipper. The Council, for instance, is currently engaged in a drive to lift the participation of trucking concerns in community industrial development campaigns. By riveting



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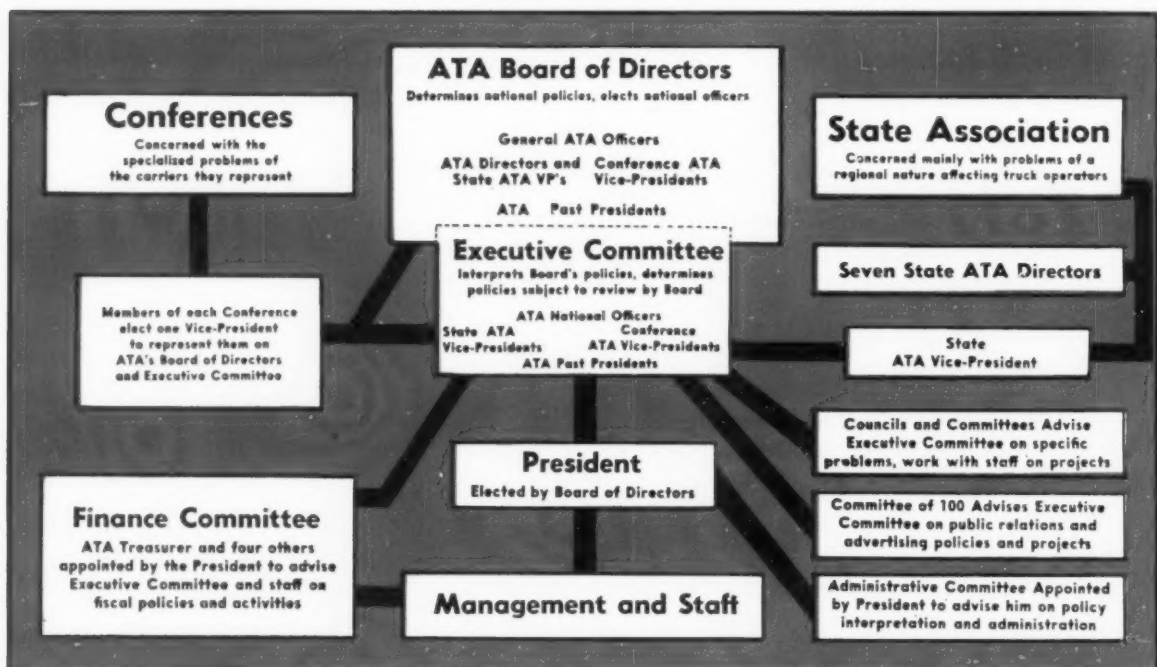
W. W. Belson
Pub. Rel.

the attention of motor carrier officials on the role trucking can play in community development efforts, the CRC is busily attempting to set up a large number of campaigns aimed at encouraging firms to locate their new plants adjacent to trucking facilities.

Pointing out that new plants in a community "mean important economic gains," the CRC recently introduced a kit designed to guide truck lines in their community development activities. One of the suggestions contained in the kit is of immediate significance to the shipper. It is from

a truck line whose public relations director describes how a carrier can "work with shippers when they purchase industrial sites and buildings." Such cooperation with shippers

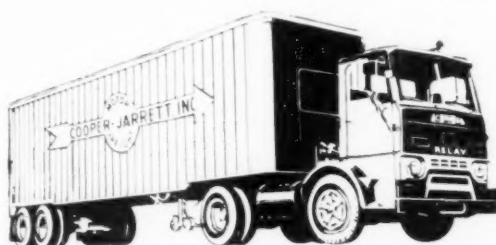
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October, 1959

moving into a community can assist any plant locating on highways and remote from rail facilities. This type of "industrial park" location is proving increasingly popular. Reason: the freedom of choice it offers managers looking for low-cost real estate; adequate land areas for plant, parking and shipping docks; and plant sites accessible to housing.

What does the CRC program mean to the shipper? It means that he can secure expert help in securing a new plant site. And, by determining just what trucking facilities are available and what may be expected in terms of his own operation *before* he makes his purchase, he can select a new plant site more intelligently and gain for his company easy access to the best transportation possible.

speed up your dock operations by lighting trailer interiors

Illuminating the dim interior of a highway trailer, to facilitate loading and unloading, can be a Grade A headache. Although there are a wide variety of lighting arrangements being employed today, the vast majority—in the opinion of dock lighting specialists—have serious shortcomings. Nevertheless, if dark trailer interiors

are hamstringing your dock operations, a so-so lighting setup may still be better than none at all. Here, then, are four different arrangements commonly used today, which may at least partially meet your loading-unloading needs until something better comes along:

1. A battery of spotlights, mounted in roof trusses and directed into trailer interiors.
2. A series of floodlights mounted on portable stands.
3. A pendulum unit of the *Anchor-lite* variety, which is pulled down and hooked under the lip of the trailer roof.
4. Headlamps supplied by a retractable cable attached to a cable reel.

cut misdirected freight by using OKd state abbreviations

Want to cut down on misdirected shipments? Then watch the state name abbreviations you mark on your

outbound consignments. Carriers report that incorrect state abbreviations are a prime cause of freight going astray.

For your convenience, here is a list of accepted abbreviations—recognized and approved by carriers today. You'll want to refer to it often in the months ahead, so keep it handy.

Alabama—Ala. Alaska—Alaska Arkansas—Ark. California—Calif. Colorado—Colo. Connecticut—Conn. Delaware—Del. District of Columbia—D.C. Florida—Fla. Georgia—Ga.

Idaho—Idaho Illinois—Ill. Indiana—Ind. Iowa—Iowa Kansas—Kans. Kentucky—Ky. Louisiana—La. Maine—Maine Maryland—Md. Massachusetts—Mass. Michigan—Mich. Minnesota—Minn. Mississippi—Missi. Missouri—Mo. Montana—Mont.

Nebraska—Nebr. Nevada—Nev. New Hampshire—N.H. New Jersey—N.J. New Mexico—N. Mex. New York—N.Y. North Carolina—N.C. North Dakota—N. Dak. Ohio—Ohio.

Oklahoma—Okla. Oregon—Ore. Pennsylvania—Pa. Rhode Island—R.I. South Carolina—S.C. South Dakota—S. Dak. Tennessee—Tenn. Texas—Tex. Utah—Utah Vermont—Vt. Virginia—Va. Washington—Wash. West Virginia—W. Va. Wisconsin—Wis. Wyoming—Wyo.

Test your knowledge of Truck Terms

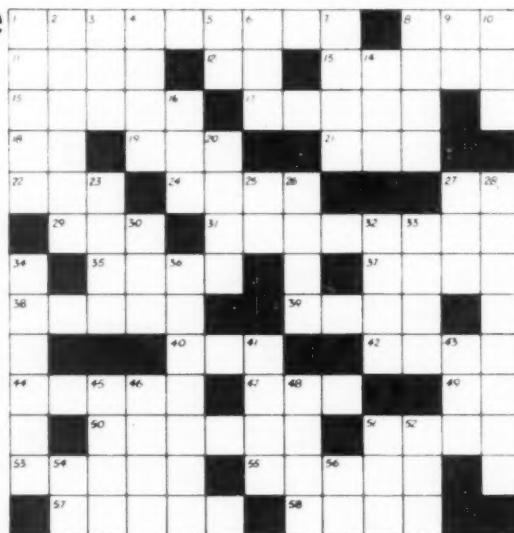
ACROSS

1. Dodge's new style leader
8. Driver's "home"
11. Lane marking sometimes found at intersection
12. Ignition switch position
13. Traveled course
15. Wish
17. Indicates faulty muffler
18. Abbreviation of football player's position
19. Engine (abbreviated)
21. Double road bend
22. Tree
24. To proceed on
27. Inside dimension
29. Menace to truck driver on the road
31. Necessity on high-tonnage trucks (2 words)
35. Burn
37. Abbreviation for executive
38. Ball bearing race
39. Repast
40. Reciprocating engine part (slang)
42. Found at 6 vertical
44. A policeman may ____ you the law
47. New type of truck suspension
49. That thing

50. Calls on
51. A mineral sometimes used in lubricants
53. Apply pressure
55. Warning device
57. Top of a hill
58. Sign found on modern expressways

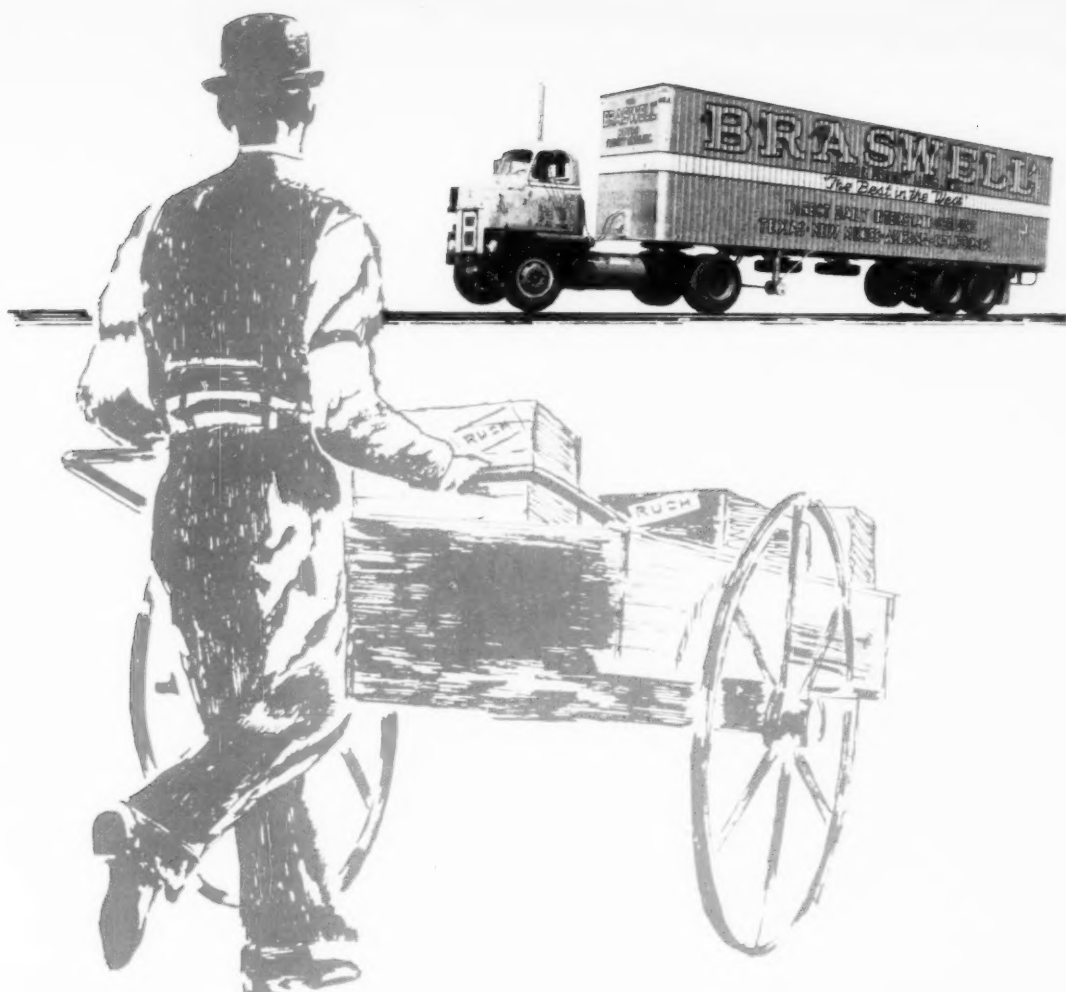
DOWN

1. Important in today's truck trends
2. Every truck has these
3. Period of time
4. A good fuel must be "____"
5. "____ Boy" trailer
6. Welcome sight to hungry drivers
7. Trucking city in Pennsylvania
8. Used in pool games
9. By
10. Truck body floor
14. Wartime secret service group
16. Compass point
20. Part of truck transmission
23. Dodge "The truck with the ____"
25. Symbol for nickel
26. Part of a brake
27. President's nickname
28. Depress clutch pedal
30. Pipe connection



32. To enlarge a hole
33. Wheel spindle
34. Twisting force of engine crankshaft
36. Apprehensions
41. Fact
43. Nothing
45. Finished
46. Associated with 2 vertical
48. Small island
51. Prefix of three
52. Abbreviation of amount
54. Roman numerals for ninety
56. Hewing tool

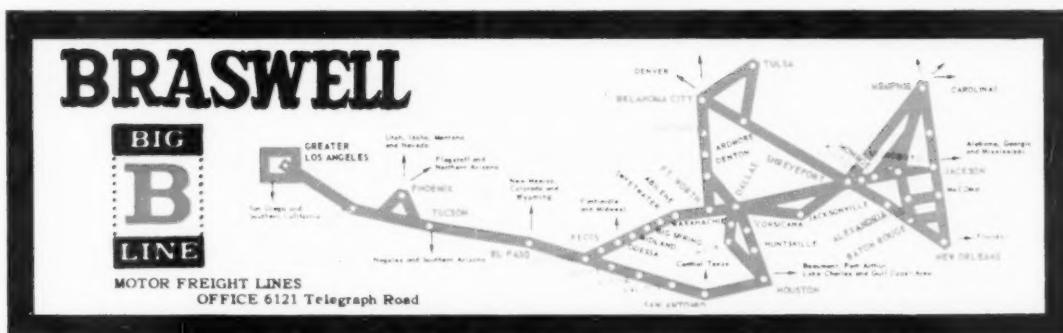
— Puzzle courtesy of Dodge. Answers in November issue.



they said it couldn't be done

Yes - back in the old Push-Cart delivery days - they said - "fast dependable, safe shipping by Motor Truck to distant points - just couldn't be done."

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October, 1959

Q

Why does Mack insist on manufacturing all its own major components?

A

To achieve trucks with
Balanced Design

Q: Exactly what is Balanced Design in a truck?

A: Balanced Design results when every single major component of a truck is engineered, manufactured and tested to work with every other component as an integrated unit.

Q: Can't every truck manufacturer offer Balanced Design?

A: No, only Mack. For only Mack carries out *integrated*

manufacture—that is, Mack designs and makes its own major components. Other truck makers buy some—or all—of the components that they offer . . . and buy them from the same group of suppliers. They use transmissions, clutches, differentials, axles or suspensions—in many cases, even engines—that are made and sold for service in a wide variety of makes and models. In short, their components are not all designed to work together.

Q: How does this affect truck performance?

A: Well, for one thing, with other make trucks, it's only too easy to buy and pay for a so-called "quality" truck and get major components that are also found on less expensive makes. For another, consider this. Transmission suppliers, for example, build their product for a variety of different-type engines, clutches and differentials—each with its own performance characteristics.

Q: Do compromises go into Mack components?

A: None are needed! Mack transmissions have gear ratios designed to match the characteristics of Mack engines. Mack differentials have ratios that work in unison with Mack transmissions. The high initial efficiency of the Mack engine is maintained straight down the power train to the driving wheels. And this lack of "fighting" between parts, of course, is one more reason for the unusually long life of every Mack part.

Q: But in order for Balanced Design to really count, it seems, every Mack component would have to be at least as good as every other one in its class.

A: Correct. And we are sure that every Mack component takes the measure of all others in its class.

Q: But how can Mack do it? After all, a transmission supplier can concentrate on transmissions, while Mack builds an entire truck. Can't the transmission supplier produce comparable units to Mack?

A: Theoretically, perhaps he could. But from an economic standpoint, he has to produce in volume and he has to produce a design that can be used in many different makes of trucks, some costing many hundreds of dollars less than others. But Mack designs and produces its own transmissions for its own vehicles... to the highest quality standards in the industry.

Q: Does this apply also to other components, such as engines, clutches, axles, and tandem-drive bogies for six-wheelers?

A: Yes, certainly the same thing applies. Mass com-

ponent producers cater primarily to the mass producers. Mack concentrates on quality.

Q: Doesn't this affect the price of Mack trucks?

A: Frankly, it does. Macks cost somewhat more to buy. More goes *into* a Mack: more attention, more skill, finer materials, more engineering refinements and closer tolerances. But you get much more *out* of a Mack as a result. So much more, in fact, that the initial price difference comes back many times over during the extra long—downtime-free—mileage life of any Mack truck.

Q: Can that statement be proved?

A: Published figures, in respected fleet magazines, prove it. Month after month, Mack releases operating figures from leading fleets, some with hundreds of Macks in constant operation. These show beyond a doubt that Mack trucks cannot be matched for low fuel consumption, for minimum downtime, for miles before major overhaul, for low maintenance costs, for long mileage life or for sure-fire performance. And Mack sales figures reflect these facts. For example, the whole field of heavy-duty trucking has gone conclusively to diesel power... and for over six straight years, Mack has been No. 1—far and away—in the sale of diesel trucks.

Q: But can I afford to own a Mack?

A: Why not ask owners who have standardized on Macks after a close study of the entire market? They'll tell you that the real question is: "Can you afford NOT to own Macks?"

This is the first in a series of frank discussions explaining why only Mack produces vehicles with true Balanced Design and unmatched quality. Mack Trucks, Inc., Plainfield, New Jersey. In Canada: Mack Trucks of Canada, Ltd., Toronto, Ontario.

MACK
FIRST NAME FOR
TRUCKS



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Chicago, Ill.	Knoxville, Tenn.	Shelbyville, Tenn.
Cincinnati, Ohio	Lawrenceburg, Tenn.	St. Louis, Mo.
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Crossville, Tenn.		Winchester, Tenn.
Decatur, Ala.		

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DIRECT SERVICE CALL
HOOVER.**

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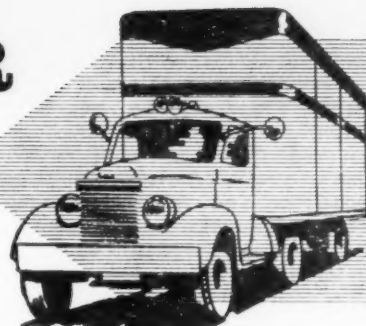
GENERAL OFFICES
POLK AVENUE NASHVILLE, TENNESSEE



CHECK NO. 11 ON HELP-O-GRAM CARD
15

Shipping Management - National Hi-Way Shipper

VIA MOTOR CARRIER



Slated by the Kansas Turnpike Authority: a three-month double-bottom test, similar to the experimental runs conducted by the New York State Thruway Authority, prior to its complete approval of double-bottom service on the superhighway . . . The Spector Freight System has officially taken over the management of the Steffke Freight Company. Steffke's operating area: Wisconsin, Minnesota, Iowa, Illinois and Indiana . . . Sun Van Lines (Denver) is Nep-tune World Wide Moving's new representative in the Denver-Colorado Springs area.

Reports the 1959 edition of Motor Truck Facts, recently released by the Automobile Manufacturers Association:

- Truck transportation now employs over 7,500,000 workers—one out of every ten persons currently employed in the United States.
- 1958 saw the number of motor trucks registered in the U. S. soar to a new high. The AMA's total: 11,200,000.
- Trucks are now hauling more than 1.6 billion tons of freight a year. They are currently transporting 87% of all livestock and 61% of all vegetables grown in this country, as well as the bulk of the nation's fruit and other foodstuffs.

T.I.M.E. has begun hauling motor freight to and from some 250 new points in Southern California. Communities now being served by the carrier include La Habra; Brea; Fullerton; Anaheim; Garden Grove; Orange; Placentia; Buena Park; Santa Ana; Tustin; Costa Mesa; and Newport Beach.

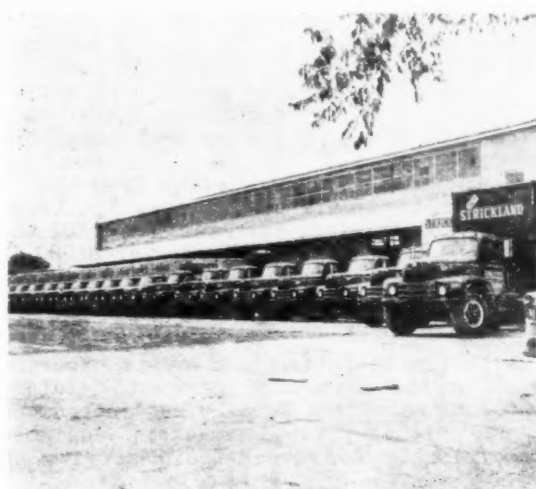
Chicago Express, Incorporated, has announced plans for the construction of a new freight terminal in Kearney, New Jersey. To be located on a 4-1/2 acre site, the facility "will incorporate the very latest advances in efficient, functional design." Outstanding features: 21,000 square feet of working space and a dock area capable of accommodating 40 vehicles at one time.

Serving the eastern seaboard from Boston to Washington, D.C.—with direct, one-carrier service to points throughout the mid-west—the carrier has freight terminals in 22 key cities and operates a massive highway fleet of 1500 vehicles.

Efficiency-plus! That's the only way to describe Trailmobile's recently opened Jersey City sales and service center. Built at a cost of more than \$500,000, the 26,000-square foot unit can accommodate 25 trailers for servicing at one time; carries a \$125,000 parts inventory for all types of trailers; and produces a variety of aluminum and steel trailer bodies. The New Jersey facility is the 54th unit opened by Trailmobile in important truck terminal cities from coast-to-coast.

The Strickland Transportation Company has inaugurated service between Texas and Lake Charles, Baton Rouge and New Orleans. The newly-launched Texas-Louisiana over-the-highway run is designed to provide shippers in Louisiana with improved highway transportation to points in Texas, New Mexico, Colorado and the Far West.

Keystone of the Strickland operation is a new \$750,000 terminal in New Orleans. Ultra-modern and designed specifically for the smoothest handling and processing of LTL freight, the terminal features a loading-unloading dock encompassing over 25,000-square feet of handling space; 50 doors for loading and unloading vehicles; a modern conveyor system; and a highly effective communications setup providing close contact between New Orleans and Strickland terminals elsewhere.



Merchants Motor Freight (hq: Minneapolis) is updating its fleet. Just announced by the carrier is a \$1,300,000 purchase which will add 44 new tractors and 140 40-foot trailers to its over-the-highway force . . . Interstate Motor Lines has purchased a new terminal site in Salt Lake City. Area: 50 acres. Cost: \$250,000. Purpose: to provide for the future expansion of IML . . . Expansion is also in the wind at Consolidated Freightways. The carrier has placed an order totaling \$1,500,000 for 27-foot containers and related equipment slated for its growing California-Hawaii service, conducted in conjunction with Hawaiian Marine Freightways.

Ahead: more effective over-the-highway service for firms shipping extensively between points in New England, the mid-Atlantic states and the south. Reason: the acquisition by Johnson Motor Lines of Atlantic States Motor Lines—a carrier it has managed since February, 1958.

Atlantic serves Georgia; North Carolina; South Carolina; Virginia; Maryland; Delaware; Pennsylvania; New York; New Jersey; and the District of Columbia. Johnson's service area, meanwhile, takes in Georgia; the Carolinas; Maryland; Delaware; New Jersey; Pennsylvania; New York; Connecticut; Massachusetts; and Rhode Island.

Expansion is the order of the day at Brady Motorfrate. The carrier has just boosted its highway fleet by 25%, with the addition of a new task force of Fruehauf 40-foot volume vans . . . The Interstate Motor Freight System has ordered 39 insulated tandem trailers from the Highway Trailer Company. The new vehicles bring to 70 the number of trailers purchased by IMF from Highway within the past year.

Ship perishables? Then you'll want a copy of Time and Temperature, a new booklet issued recently by Little Audrey's Transportation Company. Outlined in the publication are the steps a shipper of perishables should take and the factors he should consider in selecting a carrier to haul his goods.

Copies may be obtained free from Little Audrey's terminals in Chicago, San Francisco, Los Angeles, St. Paul, Waterloo and Oklahoma City or from the carrier's GHQ at 1520, West 23rd Street, Fremont, Nebraska.

With double-bottom highway transportation moving into high gear, the International Harvester Company has introduced a new diesel-powered tractor, designed specifically for truck-train service on toll roads.

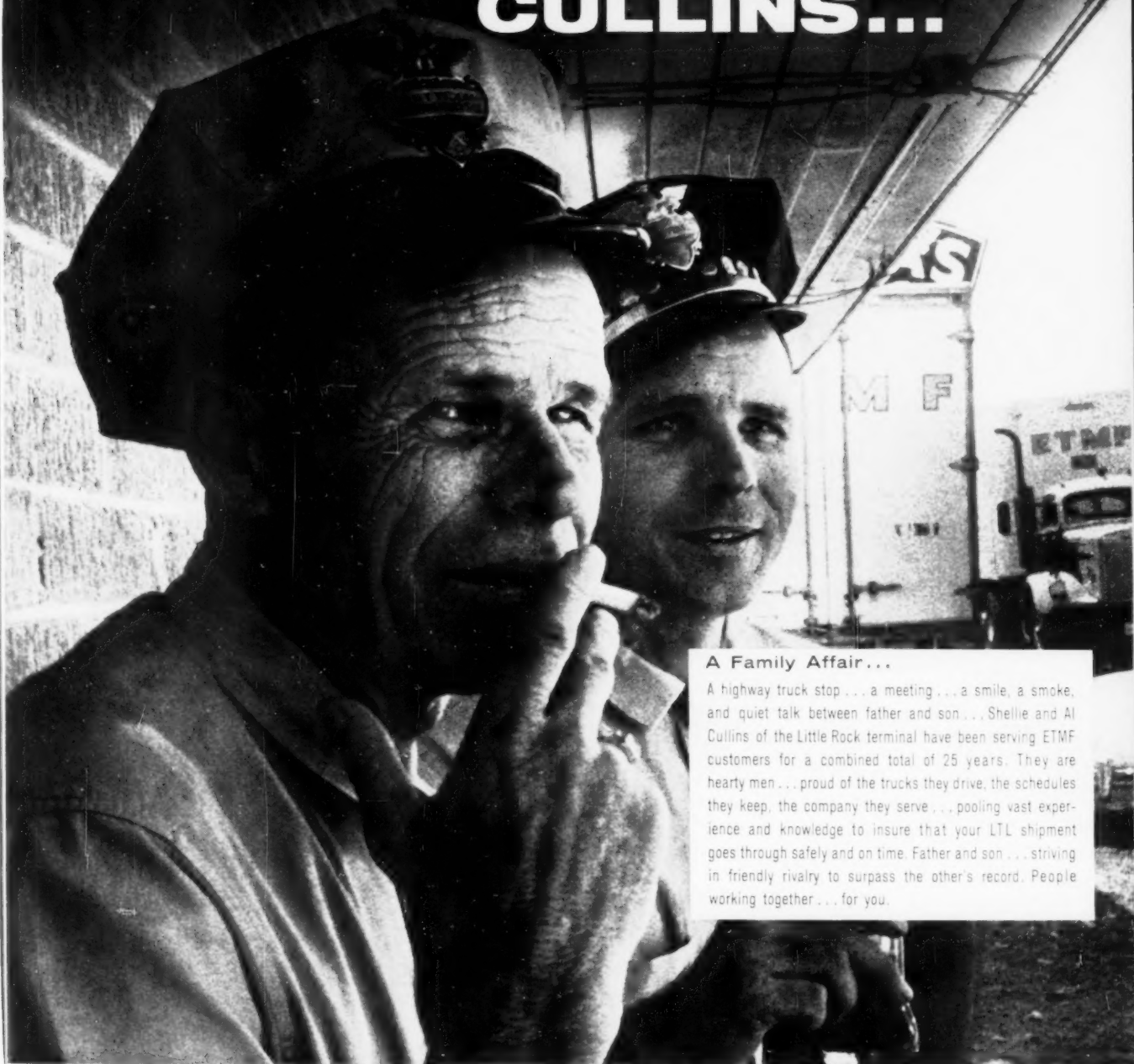
Labeled the DCOF-405, the vehicle is a 160' wheelbase cab-over-engine six-wheel tractor and is rated at 127,400-pounds gross combined weight—the maximum allowable under the new regulations. The tractor's engine is a Cummins 335-hp NRT0-335.

Garrett Freightlines is on the move. Later this month the ICC is expected to OK the carrier's request for permission to purchase Inland Motor Freight (plus its subsidiary, Pacific Highway Transportation) and Northwest Freight Lines. Acquisition by Garrett of the three lines will extend its service area to Minnesota, North Dakota and Washington.

Up-to-the-minute and checked for accuracy, here's a roster of some of the nation's foremost motor carriers and their GHQs. Every firm listed here is geared to provide you with the best in fast, safe, efficient over-the-highway service.

Associated Truck Lines—15 Andre St., S.E., Grand Rapids, Mich.
 Brady Motorfrate—715 Locust St., Des Moines, Iowa.
 Central Motor Lines—124 E. 6th St., Charlotte 1, N. C.
 Consolidated Freightways—431 Burgess Dr., Menlo Park, Cal.
 Cooper-Jarrett—2113 W. 73rd St., Chicago, Ill.
 Denver Chicago Trucking Co.—45th Ave. at Jackson, Denver, Colo.
 Dohm Transfer Co.—Robinson Bldg., Rock Island, Ill.
 East Texas Motor Freight—623 No. Washington, Dallas, Tex.
 Eastern Express—1450 Wabash Ave., Terre Haute, Ind.
 Eazor Express—15 26th St., Pittsburgh, Pa.
 General Expressways—221 W. Roosevelt Rd., Chicago, Ill.
 Gordons Transports—185 W. McLemore, Memphis, Tenn.
 Hancock Trucking—1917 W. Maryland St., Evansville, Ind.
 Hennis Freight Lines—P.O. Box 612, Winston-Salem, N. C.
 Hoover Motor Express—P.O. Box 450, Nashville, Tenn.
 Interstate Dispatch—3636 S. Western Ave., Chicago, Ill.
 Interstate Motor Freight—134 Grandville Ave., S.W. Grand Rapids, Mich.
 Interstate Motor Lines—235 West 3rd South, Salt Lake City, Utah
 Johnson Freight Lines—420 6th Ave. S., Nashville, Tenn.
 Johnson Motor Lines—2426 Hutchinson Avenue, Charlotte, N. C.
 Knaus Truck Lines—801 E. 17th St., Kansas City, Mo.
 Kramer Bros. Freight Lines—4195 Central Avenue, Detroit, Mich.
 Navajo Freight Lines—1205 S. Platte Dr., Denver, Colo.
 Norwalk Truck Lines—Norwalk, Ohio
 Pacific Intermountain Express—14th & Clay Sts., Oakland, Cal.
 Pilot Freight Carriers—Cherry St. at Polo Rd., Winston-Salem, N. C.
 Ringsby Truck Lines—3201 Ringsby Court, Denver, Colo.
 Ryder System, Great Southern Trucking—Jacksonville, Fla.
 Spector Freight—3100 S. Wolcott Avenue, Chicago, Ill.
 Strickland Transportation—3011 Gulden Avenue, Dallas, Tex.
 Super Service Motor Freight—Fessler Lane, Nashville 2, Tenn.
 Texas-Arizona Motor Freight—1700 E. 2nd St., El Paso, Tex.
 T.I.M.E.—2604 Texas Avenue, Lubbock, Tex.
 Transcon Lines—1206 S. Maple Ave., Los Angeles, Cal.
 Watson Bros. Transportation—1523 Marcy St., Omaha, Neb.
 Wilson Truck Company—176 Lafayette St., Nashville, Tenn.

SHELLIE & AL CULLINS...



A Family Affair...

A highway truck stop... a meeting... a smile, a smoke, and quiet talk between father and son... Shellie and Al Cullins of the Little Rock terminal have been serving ETMF customers for a combined total of 25 years. They are hearty men... proud of the trucks they drive, the schedules they keep, the company they serve... pooling vast experience and knowledge to insure that your LTL shipment goes through safely and on time. Father and son... striving in friendly rivalry to surpass the other's record. People working together... for you.

PRINCIPAL TERMINALS

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| • BEAUMONT | • FT. WORTH | • KILGORE | • LUFKIN | • PORT ARTHUR | • SHREVEPORT |
| • CHICAGO | • HENDERSON | • LITTLE ROCK | • MARSHALL | • ST. LOUIS | • TEXARKANA |
| • DALLAS | • HOUSTON | • LONGVIEW | • MEMPHIS | • SAN ANTONIO | • TYLER |

EAST TEXAS MOTOR FREIGHT

"FROM THE GREAT LAKES TO THE GULF"
GENERAL OFFICES • DALLAS, TEXAS

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Duck hunting with a SLINGSHOT?



It's possible . . . however the successful sportsman realizes the importance of timing in bagging the limit, and recognizes the need for coordinated movement with precision equipment. Shippers are "bagging the limit" daily with JOHNSON'S ENGINEERED fleet and coordinated timing of shipment.



Johnson Motor Lines, Inc.
Atlantic States Motor Lines



GENERAL OFFICES: CHARLOTTE, N. C.
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22

INTIMATE

notes

...OF EMINENT PEOPLE

By CURTIS C. STEWART

The AMERICAN TRUCKING ASSOCIATIONS, for twenty-six years, has championed the cause of the American Motor Carrier. Its Annual Sessions, Los Angeles, October 18, will be devoted to continued study and research for the Motor Carrier Industry. Piggy-back, fishy-back, fly-back, or whatever it may be—the Motor Carrier will continue to be the most essential form of transportation we have, and this writer having been identified with the industry for thirty years, looks forward, indeed, to the privilege of meeting once again those leaders of the AMERICAN TRUCKING INDUSTRY . . . **LANGDOC (MALCOLM P.)** named General Sales Manager, NORTH AMERICAN VAN LINES-EUROPE, hdq. London . . . **RICHARDSON CHARLES C.)** appointed District Manager, INTERSTATE DISPATCH, INC., hdq. Cincinnati . . . **AMEND (NATE)** formerly UNION FREIGHTWAYS, now District Manager, PACIFIC INTERMOUNTAIN EXPRESS, hdq. Chicago . . . **LIEBERT (STANLEY H.)** appointed Terminal Manager, GENERAL EXPRESSWAYS, hdq. Syracuse . . . **HUCABEE (CARL J.)** appointed Assistant Vice President-Sales, HOOVER MOTOR EXPRESS, hdq. St. Louis . . . **JORDAN (BRYANT E.)** appointed Domestic Traffic Manager, CHEMSTRAND CORPORATION, hdq. New York City . . . **BAHR (NORMAN)** named General Sales Manager, WERNER TRANSPORTATION COMPANY, hdq. Minneapolis . . . **GRIERSON (WENDELL W.)** appointed Terminal Manager, CONSOLIDATED FREIGHT COMPANY, hdq. Saginaw . . . **MALTBY (JOHN E.)** appointed Regional Sales Manager, INTERSTATE MOTOR FREIGHT SYSTEM, hdq. Grand Rapids . . . **WELLMAN (WARD A.)** assumes duties Customer Service Manager, BRADY MOTORFRATE, hdq. Des Moines . . . **HOWAN (EDWARD)** named District Sales Manager, BRIGGS TRANSPORTATION COMPANY, hdq. Chicago . . . **SCOTT (WARREN T.)** named Assistant General Traffic Manager, AIR REDUCTION SALES COMPANY, hdq. New

York City . . . **FEITEL (LARRY)** joins Sales Staff, TERMINAL TRANSPORT, hdq. Chicago . . . **PENCEK (FREDERICK J.)** elevated to Assistant General Sales Manager, MERCHANTS MOTOR FREIGHT, hdq. St. Paul . . . **STROHFELD (ROBERT)** joins Sales Staff, INTERSTATE MOTOR LINES, hdq. St. Louis . . . **HIGHLAND (H. H. "POP")**, Dean of the Common Carriers, saunters past his 88th milestone; keeps in close contact with the industry by calling **HOLT (MEL)**, INTERSTATE DISPATCH prexy, on a "Collect" basis with a degree of regularity . . . **GAUGHN (CLARENCE)** appointed District Service Manager, TRAILMOBILE, INC., hdq. Omaha . . . **BULLOCK (CY F.)** appointed National Account Sales Exec., ASSOCIATED TRANSPORT, INC., hdq. New York City . . . **BRUNNER (M. E.)** appointed Controller, CHICAGO EXPRESS, INC., hdq. New York City . . . **ROBINSON (GEORGE W.)** appointed Traffic Manager, SIEBERLING RUBBER COMPANY, hdq. Akron . . . **LUNT (C. L.)** elevated to Executive Vice - presidency, SPECTOR FREIGHT SYSTEM, hdq. Chicago . . . **STEELE (JOHN)**, SUPER SERVICE MOTOR FREIGHT COMPANY Sales Exec., is a confirmed FUNAMBULIST . . . **TRIMLET (WALTER)** named Export Manager, A. W. FENTON COMPANY, hdq. Cleveland . . . **FERGUSON (E. R.)** becomes Terminal Manager, WATSON BROS., hdq. Chicago . . . **MAENTZ (DON T.)**, ASSOCIATED TRUCK LINES Veep, makes the observation that "Shaving is like selling—you have to do a little each day or else you become a bum" . . . **FRITZ (EARL)** joins Sales Staff, RISS & COMPANY, hdq. Chicago . . . **KERSBERGEN (ROY)**, WATSON BROS. Sales Exec., and "Man-in-motion", has a looksee at Honkong, Yokohama and Tokyo situation and returns to States in time for A.T.A.'s Convention opening . . . And now a note to the industrial traffic managers and motor carrier execs: the 1959 edition of the SHIPPERS' DIRECTORY is yours for the asking on your letterhead.

Shipping Management — National Hi-Way Shipper



Our photographer had trouble in making Flash-Tite look as really, like very, very fast.

Launch New Shipments Properly...with Flash-Tite!

Whether you have a new product to ship or a new customer to impress, be sure you start your package on its maiden voyage sealed with Flash-Tite! Flash-Tite gummed tape *protects* your package with its rugged strength and resistance to scuffing and rough handling. Flash-Tite *beautifies* your package with its ten sparkling color selections. And its flash-grab formula makes taping easier and faster.

Your customers, new *or* old, will know you're running a taut, happy shipping department if you use Flash-Tite. For further information write: Crown Zellerbach, Distributor Sales Division, 343 Sansome Street, San Francisco, California.

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CROWN ZELLERBACH

DISTRIBUTOR SALES DIVISION

In Canada address product inquiries to Crown Zellerbach Canada Limited, Vancouver, B.C.

Hand trucks may be pushed across the ramps swiftly and smoothly. Result? A more efficient loading-unloading-handling operation.



TRUCK RAMPS SPARK LOADING AT PRATT & LAMBERT

● Efficiency-building self-leveling truck dock ramps are facilitating loading and clobbering handling costs at Pratt & Lambert, Incorporated. Installed at three key points along the Buffalo paint and varnish manufacturer's platform, the components have virtually eliminated once common shipping bottlenecks and drastically reduced the time needed to load outbound highway vehicles and send them on their way.

Standard in design, each of the ramps being utilized by Pratt & Lambert is endowed with a checkered steel platform (size: 6'-6" x 8'-0") designed to provide loading personnel with the firmest footing possible. The platform is equipped with a fixed "lip" extending about 10" beyond the edge of the truck dock and linking up perfectly with the bed of the truck being loaded.

Since the ramp is recessed into the truck dock, only its fixed "lip" juts out beyond the edge of the dock. The inner edge of the ramp is securely hinged to the dock, while its outer "lip" moves up and down in a 24" arc—6" below a horizontal level and 18" above.



To expedite loading and unloading, each self-leveling ramp's lever control valves are located alongside it on Pratt & Lambert's dock.

loading procedure

What happens when a truck pulls up at the Pratt & Lambert plant for loading? The "lip" end of the ramp is first raised as the vehicle backs into position. When the truck is set, the "lip" end is lowered to achieve a safe and secure meeting with the vehicle's bed.

As the loading operation proceeds and the truck's springs are compressed or expanded, the ramp keeps tabs on them, adjusting to their every movement. Result? A safe, secure and effective runway is pro-

vided for personnel and equipment moving in and out of the backed-up truck.

Once a truck has been loaded and is sent on its way, the ramp is leveled so that it is flush with the dock area around it. This permits cross traffic to move on the dock unhindered when there is no loading going on. Roll-over load bearing capacity of the ramp in a level position: 20,000 pounds.

According to company officials, all three ramps in the Pratt & Lambert installation are powered by a single electric-oil pumping unit, located inside the plant. For efficiency's sake, vital control switches have been located on the dock itself, right alongside each ramp. This enables ramp operators to meet every situation with dispatch and to adjust ramp units speedily and with a minimum of confusion as the need arises.



Why wait at the postoffice for parcel mailing?

To avoid keeping adhesive stamps in their shipping departments, many companies send their parcel shipments to the postoffice to be weighed, and meter stamped. Or buy adhesive stamps and affix them on the spot.

Only thing wrong with this is that you often have to wait in line a long time, especially on Fridays. And this kind of parcel mailing slows up the postoffice, too.

You'll do much better with your own postage meter, as thousands of companies have found out.

In the first place, you have no problems with adhesive stamps, protecting stamps in locked drawers or safes, and in postage accounting. Your postage in the meter is always safe from loss, damage, or misuse; is automatically accounted for. You do not have cash tied up in an inventory of loose stamps, or bother

with a petty cash postage fund; the postoffice sets the meter for as much postage as you want to buy at a time.

With a meter, you print postage as you need it, always have the right stamp on hand—delivered wet or dry, on special gummed tape. You no longer have to separate, select and

stick stamps; and can easily *save up to 50% in actual mailing time.*

All meter stamped parcels are already dated, postmarked and cancelled—require less processing in the postoffice, and can often make earlier trains and planes.

And the same meter will stamp and seal envelopes, too.

Ask the nearest Pitney-Bowes office for a demonstration in your own shipping room, and see how much a postage meter can save. Or send coupon for free illustrated booklet "Some Eye-Opening Facts about Parcel Post."

FREE: Handy desk or wall chart of latest postal rates, with parcel post map and zone finder.



Modern metered parcel mailing saves time, money and postage.



PITNEY-BOWES

Postage Meter

PITNEY-BOWES, INC., Stamford, Conn.
...leading maker of mailing machines...
offices in 121 cities in U. S. and Canada.

CHEC KNO. 15 ON HELP-O-GRAM CARD

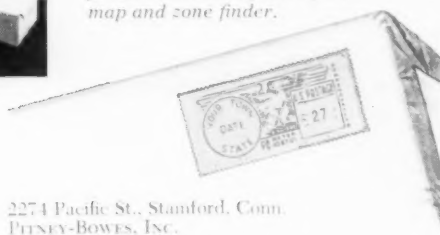
October, 1959

2274 Pacific St., Stamford, Conn.
PITNEY-BOWES, INC.

Send ☐ free booklet ☐ postal rate chart to:

Name _____

Address _____





What the AASHO Road Test means to you

● How much will it cost in the future to transport over-the-highway freight? Just how long and how heavy will tomorrow's trucks be? What impact will current roadbuilding developments have on the shipper and his motor freight procedures and expenditures?

The answer to these and other vital posers will be influenced tremendously by an intensive survey now roaring into its second year on a unique stretch of highway near Ottawa, Illinois. Dubbed the *AASHO Road Test*, the study is sponsored by the American Association of State Highway Officials and administered by the Highway Research Board of the National Academy of Sciences.

Its purpose? To determine just what effect different types of highway vehicles have on various types of roads.

Sometime before March 1, '61, the U. S. Department of Commerce will report the results of the AASHO test to Congress. To a large extent, on the basis of what it reports will be decided what construction materials and techniques will be utilized in

building Federally-sponsored highways. Also decided will be the taxes that will be imposed on trucks rolling along highways built with Federal funds; what size vehicles will be allowed on these arteries; and what the weight limits will be on highways created with Federal aid. These decisions, in turn, will strongly influence what it will cost the shipper to move his goods via motor carrier.

biggest survey ever

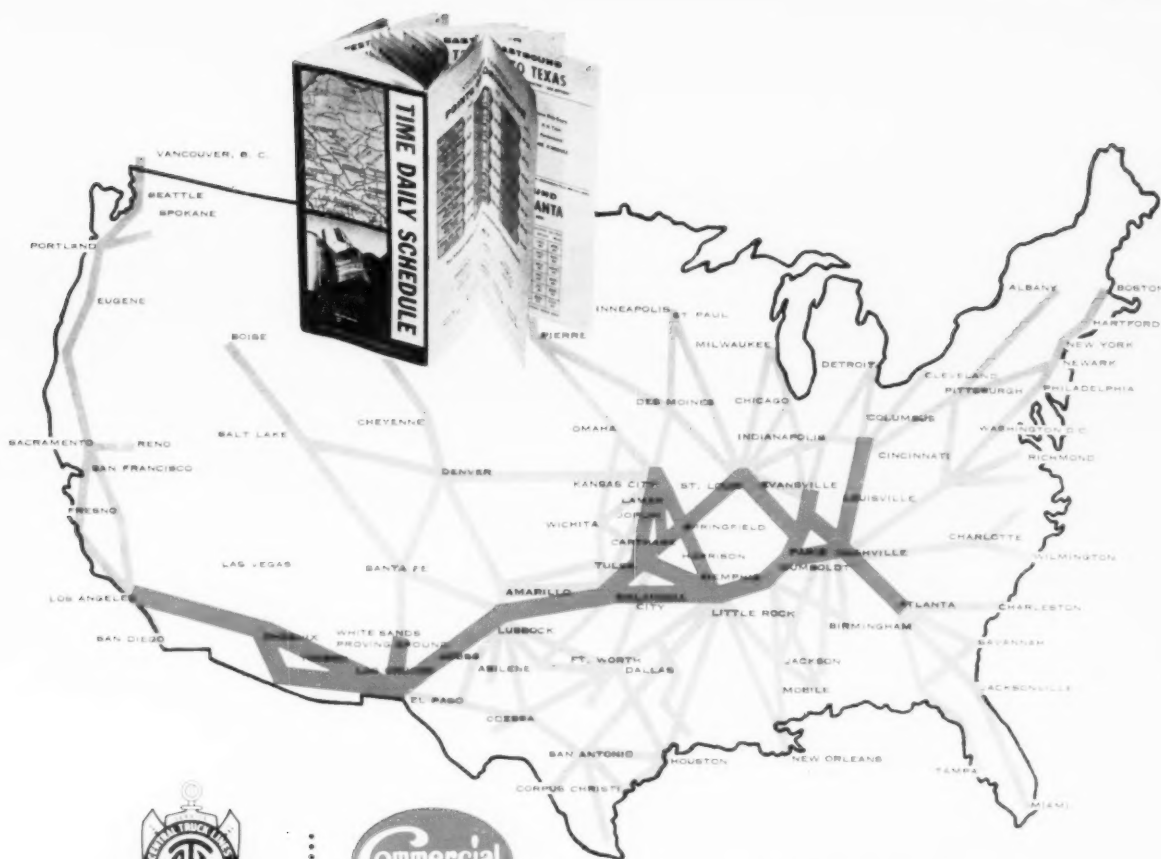
Launched in October, 1958, the *AASHO Road Test* is the most ambitious survey of its kind ever undertaken. Specifically built for the test were six paved loops of highway, made of different types, qualities and depths of pavement. Four of these loops stretch end-to-end; two take a parallel course to the four.

Five of the test loops at Ottawa carry traffic 18 hours a day, Monday through Saturday. (At this writing, the 70 trucks participating in the

survey have already clocked close to 3 million miles. Total expected when the survey ends in 1960: 16 million miles.) The sixth, meanwhile, has never been traveled. Its use? To provide researchers with data regarding the effects of varying weather conditions on a typical highway.

Containing 835 separate "test sections," the tangent areas of the AASHO loops are composed of more than 200 different combinations of various thicknesses of surfacing, base and subbase materials. Half of each loop is paved with asphaltic concrete. The other half has a surface of portland concrete cement.

Day after day, the effects of traffic—traveling at a standard speed of 30 miles per hour—are being measured and recorded carefully by a variety of highly complex electronic and mechanical devices. It will be the mass of facts and figures garnered by these components that will serve as the foundation of the Department of Commerce's all-important report on the AASHO survey—a survey certain to have a profound impact on future developments in motor freight.



Gordons
Transports, Inc.



Merchant's
FAST MOTOR LINES

CHECK NO. 16 ON HELP-O-GRAM CARD
October, 1959



CONSTRUCTORS
TRANSPORT CO.



TENNESSEE-CAROLINA
TRANSPORTATION CO.



Scherer
FREIGHT LINES, INC.

NATIONWIDE SCHEDULED SERVICE

TIME works so closely with these interline carriers that service between points in 35 states is maintained day after day *on schedule*.

Instead of "trading" your freight, TIME chooses its interlines with great care, then coordinates its operations so that you can always depend on your **TIME** Schedule for off-line points just as you do for direct service points.

P.S. For freight originating off TIME's direct authority, specify the carrier listed at left which serves your city for service that's so dependable, it's SCHEDULED.

T.I.M.E.
INCORPORATED

General Offices: P. O. Box 1120, Lubbock, Texas

THE BIG STORY:
the way TIME does things!

Stark's formula for damage free deliveries: trucks + wirebounds



Top: Trees are packed in wirebounds which are lined with moisture resistant polyethylene laminated paper. Bottom: Prefabricated, Stark's containers consist of two square ends; a one-piece three section wirebound blank, folded around the ends to form the front, back and bottom of the container; and a wirebound lid, sealed securely with twisted wire closures.



● Trees require the most painstaking handling and foolproof packaging, if they are to arrive at their destination in perfect condition. That's why Stark Brothers Nurseries of Louisiana (Mo.) ships its trees to homeowners and commercial orchardists via super-safe motor freight and packs them in specially engineered wirebound boxes.

One of America's foremost nurseries, Stark Brothers does a bang-up business in trees annually. Because of the extreme care with which motor carriers handle the firm's shipments, it relies heavily on truck transportation in making its tree deliveries to customers all over the country.

Nevertheless, so delicate are the trees the Missouri nursery ships that even the top-notch protection motor carriers afford them in transit is not enough. The calibre and protective qualities of the packaging Stark Brothers uses to safeguard its out-bound trees often spells the difference between these trees reaching customers in A-1 shape or in a damaged condition.

Key components in Stark Brothers' highly effective packaging program are wirebound boxes, 7'-8" long and

16", 20", 24" and 30" square. The nursery utilizes these wirebounds for most of its bulk packing of trees and other plants.

The concern's packaging procedure? A pre-assembled box is first lined with moisture-resistant polyethylene laminated heavy kraft paper. The trees, their roots free of dirt, are then packed in the box, until the load is snug.

Moist treated packing material—also forming a bed on the bottom of the shipping container—is then added and the lid of the box is placed and secured with twisted wire closures.

Ready for shipment, the boxes tip the scales at 140, 250, 340 and 550 pounds, depending on whether a 16", 20", 24" or 30" box has been used.

According to Stark Brothers officials, employing wirebounds has not only ensured the safety of 'in transit' trees, but has also led to significant packing economies and a big boost in packaging efficiency at the nursery.

For one thing, the containers are entirely prefabricated. Each consists of two square ends; a one-piece three-section wirebound blank, which is

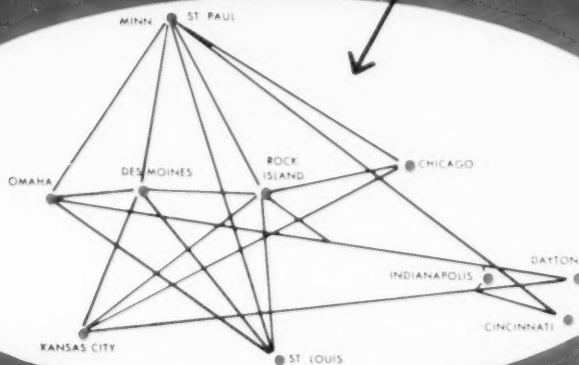
folded around the ends to form the front, back and bottom of the container; and a wirebound lid. Stored flat prior to use, the company's wirebounds are real space-savers, requiring a minimum of warehouse storage space.

When needed, meanwhile, the boxes are a snap to put together. As a matter of fact, the wirebounds may be assembled so speedily that the nursery keeps only a small inventory of preassembled containers on hand.

Reports Stark Brothers executive John Logan, who is in charge of the nursery's packing operation: "Our wirebounds are doing a great job. Their sturdy construction prevents the plants they contain from being broken or otherwise damaged during shipment and handling and the containers themselves from becoming weakened by their heavy loads, despite their 92" length."

Shipping damage due to container failure from ordinary shipping, handling and warehousing hazards, concludes Mr. Logan, is virtually unknown to the company—a tribute to the reliability and durability of Stark Brothers' wirebound packaging components.

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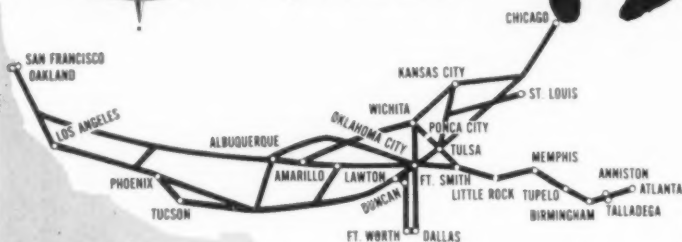
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NEWS you can use

polyethylene wrap floors in transit damage to GE panels

Complex control panels can be a real headache to package. Not at General Electric's Industrial Control Plant, though. The San Leandro (Calif.) facility is currently packing outbound panels in a safe, dependable polyethylene wrapping, which has streamlined the plants' entire panel packaging operation, slashed packing costs and rolled back in-transit damage drastically.

Prior to its adoption of the polyethylene wrapping as standard packaging for all control panels, GE had its troubles. Packaging costs were mounting; labor expenditures were on the rise; and a growing number of panels were being damaged en route to customers. Prime reason for this mounting damage rate: faulty freight handling.

Convinced that freight handlers would move panels more effectively, if they could actually see critical panel areas, GE decided to switch from its former packaging to its present see-through wrap. The material is doing the job to which it was assigned—and then some!

Able to see the panels with which they are entrusted, handlers are now moving them more carefully. And GE's former skyrocketing shipping damage rate is on its way down, to a new low.

mover's know-how safeguards Tokyo-bound Remington 'brains'

How would you ship a \$2 million consignment, comprised of delicate electronic file computers, from New York to Tokyo? Confronted by this problem recently, the Sperry Rand Corporation decided to move its computers via one of the world's leading household moving firms—a company specializing in the handling of extremely breakable electronic components.

Swinging into action, the mover picked up the computers and transferred them to its warehouse. There, the "brains" were stripped of their previous protective packaging, placed on waterproof wooden crate bases

and packaged individually. As an added precaution, designed to prevent possible in transit condensation damage, a chemical moisture inhibitor or was inserted into each computer container and all vents were painstakingly sealed.

Then began the actual packaging of the computers. Each unit was first placed in a soft moisture absorbent, shock resistant fibre wrapping. The wrapping was tightly taped, secured in heavy duty paper and then covered with a special waterproof plastic wrapper.

Only when the computers had been effectively shielded from the hazards they were likely to encounter—first on their cross-country trip and then on their long journey across the Pacific—were they enclosed in on their wooden crate bases.

Dispatched across the continent and the Pacific, each electronic component traveled in its own container, fully protected from the ravages of damaging on-land jolts and jars and sea air and moisture.

Arriving in Tokyo, the computers were immediately inspected for damage and found to be in A-1 condition—a tribute to the skill, the care and the know-how of the household moving company which had transported them halfway around the world.

top-notch system expedites loading-unloading at DePue

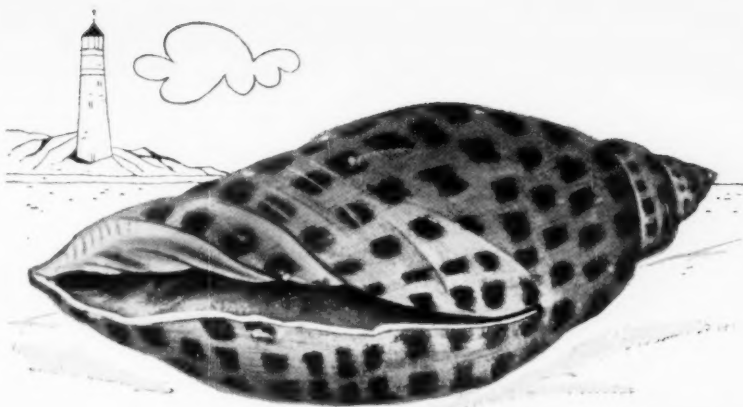
The DePue Warehouse Company's assignment: receiving, storing and shipping up to 250,000 pounds of grocery items a day. Its tools: a top-notch loading-unloading system; mechanized handling; and a common sense, dollar-wise approach to warehousing.

Located in San Francisco, DePue is one of the West Coast's busiest commercial warehouses. It handles and processes goods for some 90 important clients.

In a nutshell, here's how the firm carries out its formidable assignment. Receiving at DePue involves unloading some 200 over-the-highway vehicles a month. Grocery products (monthly total: 2,500 tons) are hauled out of trucks, lifted on 36" x 36" or 48" x 48" pallets by fork lifts; and transported from the dock to the storage area, where they are stacked temporarily.

All merchandise at DePue is moved from storage on a first-in,

October, 1959

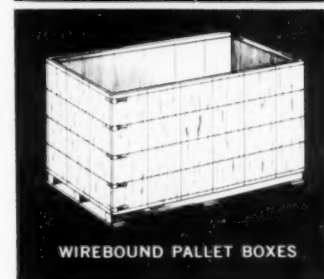
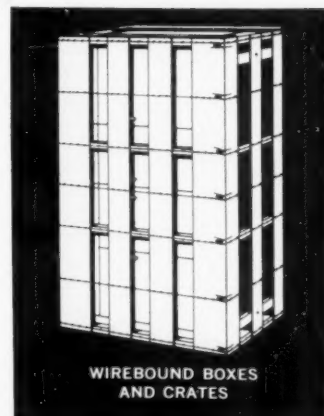


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first-out basis. Consequently, storage handling involves rotating stored items so that older merchandise is always in front of newly received goods. This, DePue reports, is accomplished swiftly and smoothly by a task force of mh units.

Outbound, grocery orders are picked directly from the warehouse stacks by a six man crew and an order checker. Each order picker uses a fork lift truck in the assembly of his goods. Palletizing as he goes, he moves from item to item.

When his order is ready, it is checked; moved to the dock; loaded aboard an outbound truck; and sent on its way.

Thanks to its highly effective setup,

DePue dispatches up to 160 orders a day to its customers. Result? The San Francisco warehousing firm is able to serve all 90 of its clients swiftly and smoothly—virtually an impossible job under a less efficient arrangement.

tip-top truck dock sparks US Plywood center's operations

A meticulously planned truck dock, equipped with an automatic dock-board, is the U. S. Plywood Corporation's answer to loading-unloading

tieups. Installed in the company's new Baltimore warehouse, the dock is large enough to accommodate eight highway trailers simultaneously, enabling warehousemen to spread their peak loads and to step up the overall tempo of shipping, receiving and handling at the facility.

unique rack eases storage of tubing at the Mutual M&S Co.

An ingenious free-standing rack—erected with easy-to-use, inexpensive slip-on fittings—has simplified the handling and storage of 12' lengths of aluminum tubing at Cincinnati's Mutual Manufacturing & Supply Company. Cost of installing the unit: less than \$500.

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**... BARTLETT'S
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BETTER BY BARTLETT**



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Load is not carried on cylinders but rolls in track cuts line pressure and ring replacements

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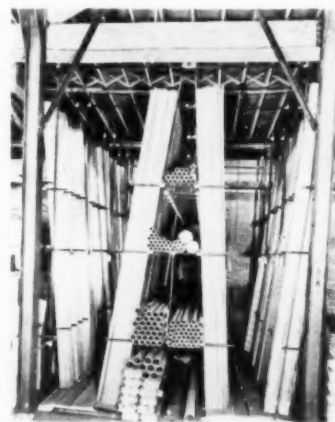
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Utilizing a "W" frame, the rack has proven itself to be a real space-saver. Occupying an area only 10'-6" wide and 20' deep, it contains 70 separate compartments, ideal for the storage of aluminum tubing as well as a whole host of other items.

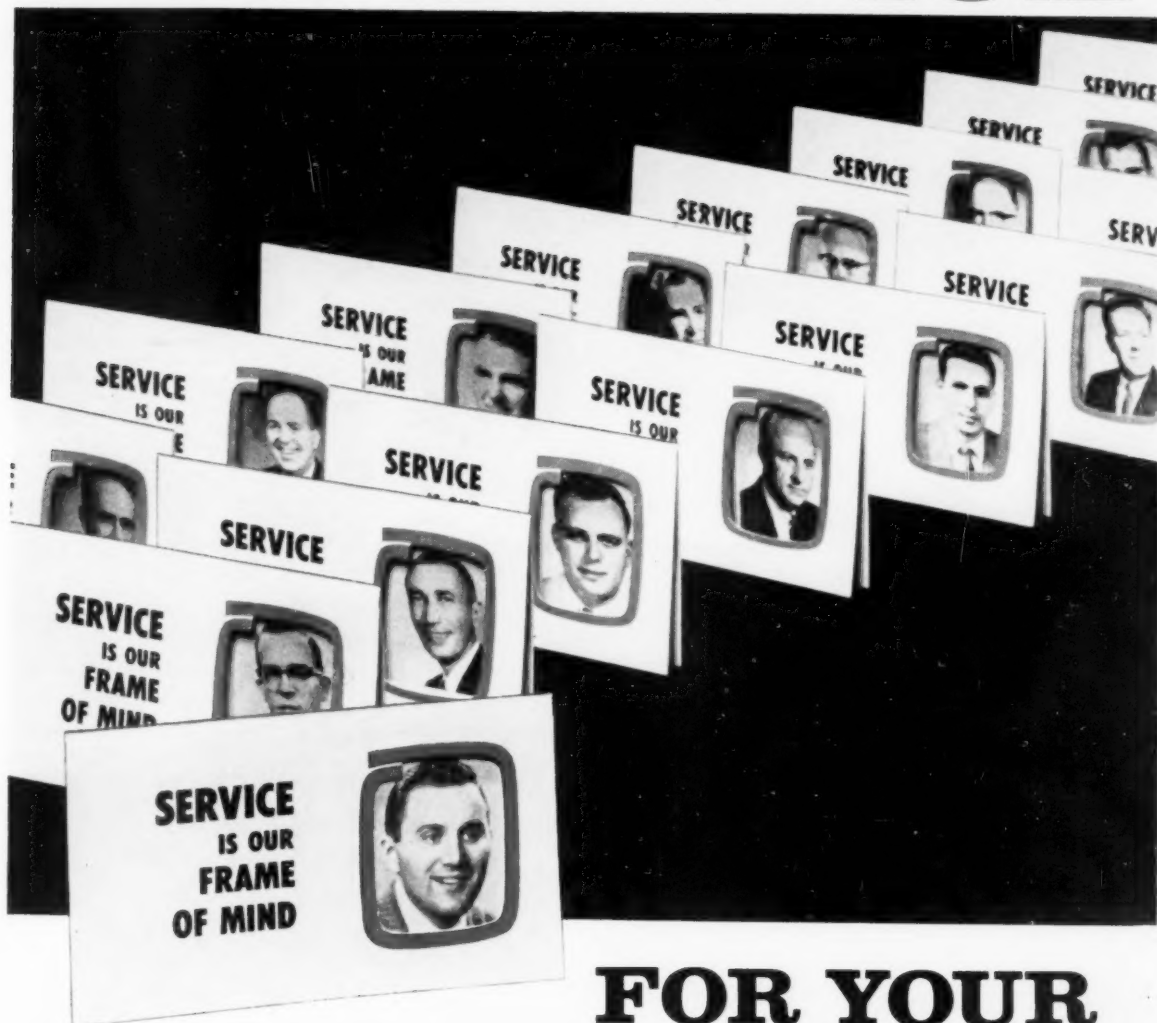
Is our face red! In the August issue of SM-NHS, we ran a *News You Can Use* item entitled, *How to slice your telegram expenditures by up to 45%.*

In our zeal to help our readers trim their telegram costs, we went a step too far. Number 3 reads: "When you send a number of telegrams to the same addressee on the same day, mark 'Serial' on each. This magic word will entitle you to a special rate."

Western Union now informs us that this arrangement was discontinued quite some time ago.

Sorry for the boner!

BIG SERVICE

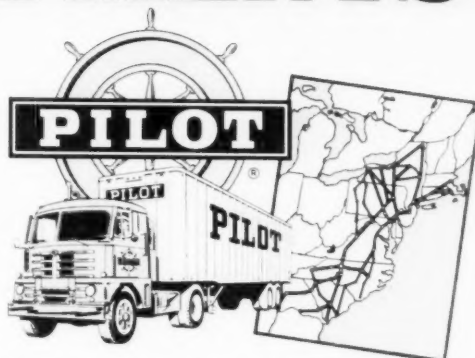


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October, 1959



Top: kegs being unloaded over Bowman's floating dock. Right: ready to go, packaged automotive parts are hoisted aboard an industrial truck. Bottom: a short hop to Bowman's dock and the parts will be sent on their way to the firm's customers all around the nation.

Motor freight, high-speed handling facilitate shipping at Bowman Products

● **Problem:** expediting the delivery of automotive replacement parts to customers all over the country.

The Bowman Product Company's solution: extensive use of motor freight and a snappy, mechanized handling program.

Result: speedier deliveries; more efficient shipping and handling; and a big boost in company-customer relations.

mammoth shipping center

Operating out of a giant shipping center in Cleveland, Bowman stocks over 8,000 different automotive parts for all major makes of cars, trucks and earthmoving equipment. Last year it shipped more than 200,000 individual orders (10,000,000 pounds of merchandise) to every county in the United States, as well as to Canada and Mexico.

Without fast, dependable motor freight and a handling program geared to keep goods moving smoothly, Bowman officials emphasize, the remarkable gains the firm has registered in recent years would have been impossible. The vast majority of Bowman's products travel by truck. To speed the loading and unloading of highway vehicles, therefore, the Cleveland concern relies extensively on a power-packed work force of industrial trucks.



Under the company's system, all loading-unloading of trucks is handled by these mh components. Moving out to Bowman's truck docks (which are equipped with floating docks), the industrial trucks lift inbound items off highway vehicles and shift them to preliminary storage. Inbound items are then stacked temporarily in rows up to 20 feet in height.

From this temporary storage area, parts move to packaging. There they are individually packed and shifted to inventory storage to await shipment.

When they are at last ready to move out, parts are removed from the inventory storage bins in which they've been placed; put in baskets; and dispatched along a roller conveyor terminating close to a group of order packing tables. The parts



are then packed in containers; lifted by Bowman's mh units; and hauled to the shipping dock—the culmination of an up-to-the-minute distribution operation which has made Bowman one of the foremost companies in its field.

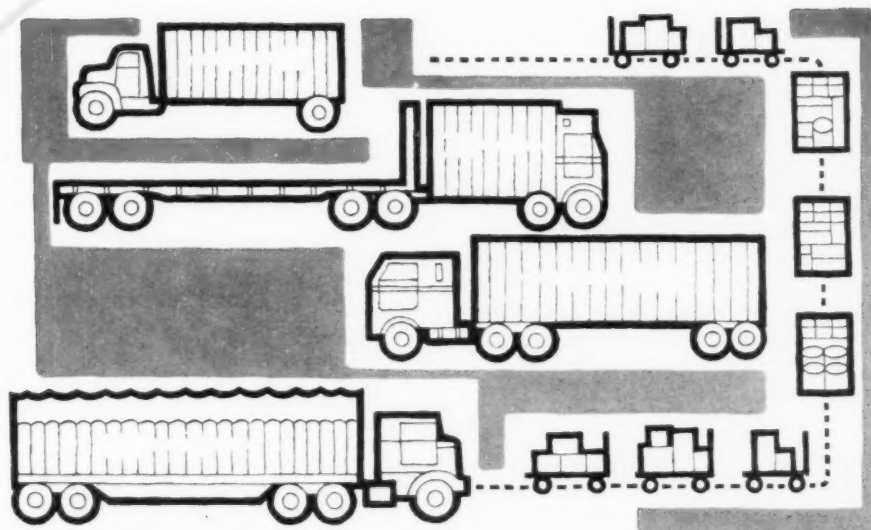
SPHE super-study sessions set sights on efficient packaging

Packaging know-how plus! That's what the Eastern Division of the Society of Packaging and Handling Engineers is offering in a new packaging course, now underway at Rutgers' Extension Division in Newark.

Topics to be covered by the study session, which runs through to January 27, 1960, include: An Introduction to Packaging and Package Planning; Paper and Paperboard; Selection of Packaging Materials; Cushioning Materials; and Folding and Setup Boxes.

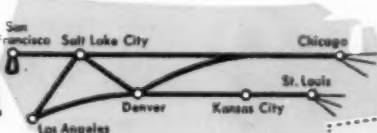
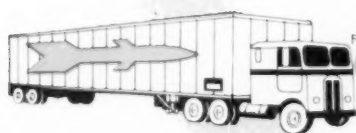
Also ahead are discussions on Tubes and Bottles; Fibreboard Containers; Rigid and Flexible Plastic Containers; Wirebound Boxes and Crates; Wooden Shipping Containers; Package Testing Techniques; Export Packaging; Military Packaging; and the Cost and Economics of Packaging.

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Performance
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OPERATING DEPARTMENT
CENTRAL M.T.R. LINES - CHARLOTTE
Cumulative On-Time Service Report - Period Ending April 25, 1959

	East - 2nd day			West - 3rd day			South-overnight		
	Del'd	Time	%	Del'd	Time	%	Del'd	Time	%
Asheville	749	60	96	996	701	70	642	580	91
Augusta	147	309	75	710	770	94	4020	1900	96
Baltimore	407	302	96						
Charleston	363	677	93	1017	700	74	349	667	91
Charlotte	2073	4009	98	7000	6007	87	3927	4094	97
Chicago				10900	16000	90			
Cleveland				7618	1000	97			
Columbia	1799	1100	97	3100	1700	98	180	700	97
Durham	1090	1004	96	1700	1000	96	600	700	96
Florence	1001	1700	94	840	1700	97	1100	1000	97
Greensboro	2000	1000	99	1000	1000	96	1000	1000	97
Greenville	1400	1700	97	1700	1000	99	1700	1000	97
Hickory	600	1000	96	700	1000	98	100	1000	91
New York (Clifton)	7100	1000	96						
Phila	2000	1000	96						
Spartanburg	500	1000	97	100	1000	98	100	1000	97
W-Salem	900	1000	97	100	1000	94	100	1000	96
	27204	26000	96	39014	37000	95	14261	13000	95

SYSTEM - Delivered 80,479
On-Time 76,702 95%

State of North Carolina ss
County of Mecklenburg) ss

John W. Martin, Director of Operations, being first duly sworn, on oath states that he has personal knowledge of, and is familiar with the information contained in the above statement and that such information is true and correct to the best of his knowledge, information, and belief.

Subscribed and sworn to before me
this 1st day of May, 1959.

Dele H. Hedberg
Notary Public
My Commission Expires October 7, 1959

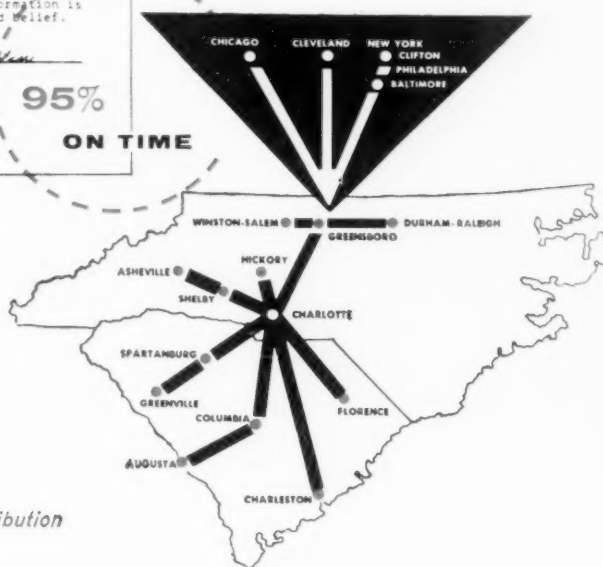
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ON TIME

IMPORTANT
COVERAGE OF THE
CAROLINAS
TO AND FROM
THE EAST AND WEST

There is no substitute for single-line carrier distribution
of all-size shipments from origin to destination.

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October, 1959





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... your freight.**

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for NORWALK'S newly
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**Another step forward
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supply you the best in
safe, dependable service.**

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44 TERMINALS TO SERVE YOU

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NORWALK, OHIO

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MOTOR CARRIER DICTA

By David Axelrod

connecting carrier needed

The Commission departed from its usual criteria in granting a certificate of public convenience and necessity in a recent case.

Although the applicant's supporting shippers had ample service available to them, the Commission granted applicant's request for authority. Verdict: there would be a need in the future for an independent, non-competitive connecting carrier to serve not only the shippers appearing in support of the application, but also a supporting freight forwarder and other motor carriers.

The Commission found that in the near future supporting carriers would be required to interchange traffic with a protesting motor carrier who was a competitor and who enjoyed a monopoly to and from points on the proposed route. This factor was deemed to be important and legitimate for consideration in determining whether the public interest would be served by the granting of a certificate.

Finding that effective and healthy competition in the territory involved would be in the public interest, the Commission held that the grant of the requested authority would enable the applicant to render a through service without interchange, for two important gateways, in competition with the protesting carriers.

operating authority

Division 1 of the Commission placed emphasis upon the "changing character" of the shippers' requirements in granting applicant a contract carrier permit. Protesting rail and motor carrier was able to show that their service was adequate and that the proposed service was not peculiar to contract carriage, since they rendered a similar service.

However, the Commission held that, although the proposed service could be performed by common carrier service, there was a need for contract carrier service in light of the fact that the "changing character" of the shippers' requirements would render the protestants' service inadequate.

Shipping Management — National Hi-Way Shipper

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BUILT TO HAUL TOMORROW'S LOADS TODAY!



INTERNATIONAL DCO-400 Series models are the "thoroughbreds" of the highway. Painstaking attention to design of details pays off in greater owner and driver satisfaction. Hydraulic tilt-cab for maximum service accessibility. BBC dimensions from 54 in. non-sleeper to 80 in. sleeper cabs. Choice of power from seven diesel options to 335 hp.—GCW ratings to 76,800 lbs.

INTERNATIONAL six-wheelers for highway application put owners on top of the fast-growing trend to maximum state laws of 72,000 lbs. GCW.

Rugged tandem axles that carry heavier loads aid in meeting state

maximum load laws or bridge formula requirements. Better weight distribution means safer and more efficient braking and acceleration.

Diesel, gasoline or LPG engines match increased loads with increased

torque, to give you higher cruising speeds with fuel-saving economy.

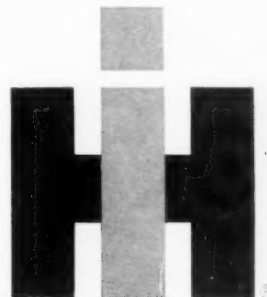
Result for owners: modern, efficient fleet operation today with readiness for tomorrow. See your INTERNATIONAL Dealer now.



This INTERNATIONAL model VF-195 six-wheeler can be the work-horse of any fleet. Extra-heavy front end, inverted "L" type frame reinforcements and tandem axle provide ruggedness and reliability. Choice of INTERNATIONAL V-8 engines to 549 cu. in. displacement assures more power at the wheels in the ranges where you need it. V-8 engines also available with factory-installed LPG fuel systems.

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40

The periodic model changeovers of the supporting shippers, the constant expansion of shippers' plant facilities and the need for service on short notice justified the issuance of a permit to applicant.

The problem of whether a carrier requires authority from the Interstate Commerce Commission to operate between Alaska and other points in the U. S. has been considered by the Commission. Jurisdiction of the Commission extends only to the boundaries of the United States. However, the Commission held that applicant should obtain authority to operate between Seattle, on the one hand, and Fairbanks on the other.

In light of the fact that land movements between the state of Alaska and the rest of the continental United States would require applicant to traverse portions of Canada, it should also obtain whatever authority the Canadian government would require.

lease of equipment

The Commission had occasion to investigate the practices of an individual and a leasing company which leased equipment to nine shippers. It sought to determine whether they were engaging in the transport of property for hire without proper authority and whether the shippers involved were participating in the alleged violations. The lease agreements under investigation were for periods of either 30 days or one year.

These agreements provided that the drivers were to be regular employees of the shippers. They were paid on a mileage basis only when they were actually driving.

The Commission held that since the nine shippers had the exclusive right to direct and control the drivers, the leasing company, the individual and the shippers were not shown to be engaged in the transport of property for hire in violation of the Interstate Commerce Act.

Editor's Note: Shipping Management-National Hi-Way Shipper extends its heartiest congratulations to columnist David Axelrod. At a recent meeting of the Board of Directors of the District National Bank of Chicago, Mr. Axelrod was elected a member of the Board.

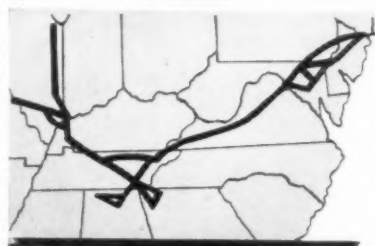
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The man who now ships Super Service—our Customer—is the man who knows us best.

Ask him about his experience—day-in and day-out. Then let us show you what Super Service can do for you.

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Shipping Management — National Hi-Way Shipper

... traffic news ...

Three key promotions at Trailmobile, Incorporated: P. W. Heasley, to the post of vice president of corporate affairs; C. P. Reynolds, Jr., to the position of vice president and comptroller; and J. C. Ruehlmann, to the office of treasurer . . . E. R. Brownfield has been named a Ryder System vice president . . . The Empire State Truck Terminal Company has reappointed E. D. Butler as its executive vice president.

Appointed as Hoover Motor Express' Assistant Vice President-Sales for the



C. J. Hucabee

St. Louis area: C. J. Hucabee . . . New president of the Steffke Freight Company is C. Vernon . . . Lt. Col. J. H. York, U. S. Army (Ret.) has assumed management of Container Transport International's New Orleans terminal operations . . . T. C. Hassey has been named Mack Trucks' communications manager . . . The British Overseas Airways Corporation has opened a new sales office in Buffalo. Address: Tishman Building, Lafayette Square.

F.I.A.T.A., the international federation of foreign freight forwarders and customhouse brokers associations, held its biennial Congress in Paris last month . . . J. A. Poer has been appointed treasurer of General Expressways, Incorporated . . . Named as Fort Worth rep for Air Express International: A. S. Hardin . . . A. W. Dufrecheau has been reelected a director of the Fibre Box Association.

H. L. Werner has been elected president of the Werner Transportation Company . . . New TM at the True Temper Corporation: J. W. Bahl . . . J. L. Pfeiffer has been appointed Vice President-Operations of the Steffke Freight Company . . . Coming up: The National Defense Transportation Association's Annual Convention and Logistics Forum.

October, 1959

L.A. to ALA.

LOS ANGELES BIRMINGHAM

all points betwixt . . . between
... and beyond

FAST THRU-WAY TRAILER SERVICE --- ALL THE WAY!

L.A.	to	San Antonio	2nd Afternoon
L.A.	to	Houston	3rd Morning
L.A.	to	New Orleans	4th Morning
L.A.	to	Birmingham	5th Morning
L.A.	to	Atlanta	5th Morning

The Fast Dependable Route from the West Coast to Texas, the Deep South and the Southeast.



Date: October 11-14. Place: Seattle . . . J. A. Leslie has been named Virginia State Port Authority public relations director . . . P. H. Matson has been named vice president of the States Steamship Company.

N. Reader has joined Air France as director of public relations for the carrier's North American and Caribbean Division . . . Pacific Intermountain Express has established a new branch office in Ogden, Utah. New branch manager: E. Kellerstrass . . . Two new Branch Motor Express appointments in Baltimore: L. Eldridge as regional sales manager and R. L. Foster as Baltimore terminal manager.

Changes at Eazor Express! Thomas A. Eazor, after 22 years as president



Left to right: R. C. Eazor, A. Eazor, T. A. Eazor

of the corporation he founded; has turned the presidency over to his brother,

Robert, moving to the post of Chairman of the Board of Directors. Andrew C. Eazor, meanwhile, will continue as executive vice president of the concern.

C. E. Sibley has been named manager of Merchant Motor Freight's Cedar Rapids-Waterloo office . . . Continental Air Lines' new district cargo sales manager in Los Angeles is N. C. Hill . . . Three appointments at Yellow Transit Freight Lines' Toledo terminal: W. A. Lau, as manager; M. Kevesdy, as sales manager; and H. P. Phillips, as sales rep . . . The Jones & Laughlin Steel Corporation has shifted its container division to J&L headquarters in Pittsburgh. The division's sales force, however, will continue to operate out of New York.

New rate analyst at the Theo. Hamm Brewing Company is M. F. Tamisiea . . . C. L. Lunt has been boosted to the post of executive vice president by the Spector Freight System . . . E. Hamm has been named Fruehauf Trailer's Sioux Falls branch manager . . . Lufthansa German Airlines has been awarded President Eisenhower's Peace Medal for the role the airline is playing in creating rapport between the German and American peoples.

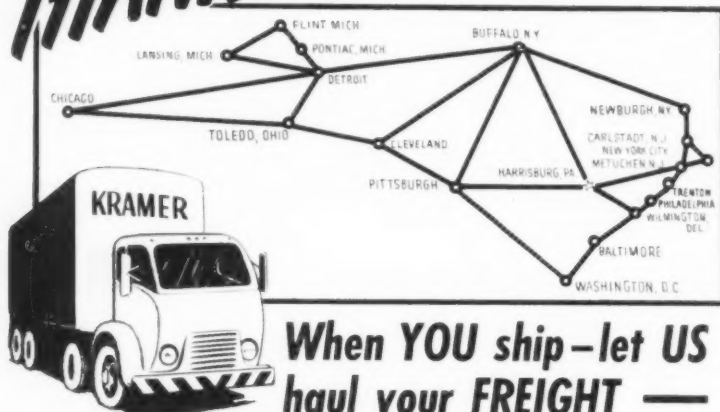
W. L. Welsh has been appointed a sales rep at the Youngstown, Ohio, terminal of the Interstate Motor Freight System . . . Boosted to the post of general sales manager of the Denver Chicago Trucking Company's Tanker Division: S. Kellogg . . . L. A. Menveg has been reelected president of the Los Angeles Board of Harbor Commissioners.

Appointed comptroller by Seaboard & Western Airlines: H. L. Heyman . . . REAL Airlines has named M. Ellis as its N. Y. district sales manager . . . H. D. Wellington has been named assistant general sales manager by the Gilman Paper Company . . . C. G. Gehringer has been elected president of the Scale Manufacturers Association . . . Brown-Bridge Mills, Incorporated, has named F. Kochin as its Southeastern Territory rep.

New national traffic director at the Standard Register Company is H. A. Moore . . . Slated for Baltimore, November 23-24: the 4th Annual Eastern Packaging and Handling Show. Sponsor: the Maryland chapter of SPIE . . . A tip-top, fact-packed program is planned for the 21st Annual National Packaging Forum of the Packaging Institute. To be held in N. Y., November 16-18, the session will feature 12 seminars, covering such areas as package marketing; research and development; safety of

(Continued on page 66)

THANKS for calling Kramer



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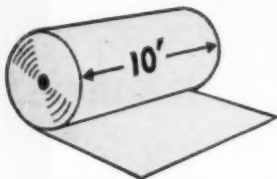
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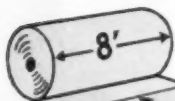
DID YOU SAY

BIG?

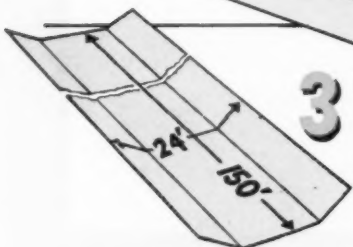
THILCO'S complete line of heavy-duty
PROTECTIVE wrapping papers are available in —



- 1 ROLL WIDTHS UP TO 10'**
Full 120" wide papers without lap or seam available in most every heavy duty protective grade.



- 2 JUMBO SIZE SHEETED ROLLS**
Heavy-duty sheeted papers up to 96" wide x 150' long, wound in continuous feed-off rolls.



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Heavy-duty grades up to 24' wide x 150' long. Largest sizes double and/or triple-folded to reduce handling costs. Accepted for pool car shipments.

FUNCTIONAL GRADES FOR EVERY PROTECTIVE NEED —

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- Laminated • Reinforced • Creped
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- Special colors • Trade-mark decorated

No matter how tremendously big (or small) your protective wrapping project may be — we're not "awed" by size, nor are we "baffled" by functional grade requirements! Simply tell us the kind of wrapping protection you are seeking, and if we don't have a functional paper grade to fit your needs, *we'll make one*

to your specifications, and make it just as tough and durable as your demands call for. Our years of experience and complete, integrated mill facilities in paper "Imagineering", makes all this possible. Advise us of your problems, today, so we can submit new ideas, solutions, samples... You'll be glad you did!

Above: *Thilco-Tuf heavy reinforced wrapper in 10 ft. widths protects mammoth pre-fab polished wood structural arches. Weather-proof, and non-staining, Thilco-Tuf does not offset, bleed or rub off to discolor factory finishes.

Below: Thilco *Black Poly-Kraft in jumbo size sheets or rolls provides the ideal "All-weather" protection for materials and products in transit or storage. Black Poly protects against sun, light, water, vapor, grease, oils, acids, alkalis and alcohol.

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Write for
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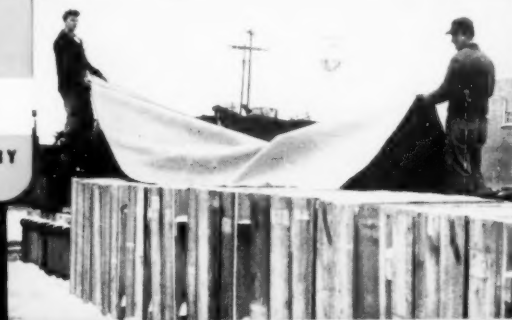
- WRAP-DRI waterproof protective papers
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Truck whizzes



Left: DuPont film is loaded aboard a trailer at the firm's Parlin (N.J.) plant. Above: The big cross-country trip is underway, as the trailer is hauled to the carrier's terminal for a final check.



Time to get underway. As the sun rises behind him, driver George Patenaude scans his terminal log preparatory to getting underway. Ahead is a 3,000 mile trip through the heart of the United States.

DuPont film from East to West Coast

Time: a sizzling 122½ hours!

● What's the best way to ship a rush consignment of 15 tons of refrigerated photographic supplies from New Jersey to California? This was the big question-mark confronting the DuPont Company recently.

Its decision? Motor freight.

On a morning not too long ago, therefore, a 40-foot trailer, operated by one of the nation's foremost truck lines, pulled up at DuPont's Parlin (N. J.) plant. There, some 30,000 pounds of film were quickly removed from storage; hauled to the truck dock; and loaded aboard the waiting vehicle. The shipment was on its way.

But this is far from the end of the story. In the first place, the photo supplies still had 3,216 miles to travel. And just to complicate matters, they had to make the cross-country journey at a constant temperature of 62 degrees Fahrenheit. Designed for motion picture and TV cameras, medical and industrial x-ray machines, the materials were so sensitive that the slightest rise in temperature might have ruined them.



Off the New Jersey Turnpike, the trailer forges ahead on the Pennsylvania Turnpike and across the steep Allegheny Mountains. All through the evening and night, it rushes headlong through Ohio.



It's full speed ahead! Moving out of the metropolitan area, the film laden 40-foot trailer swings onto the New Jersey Turnpike and begins rolling toward its Pacific destination at 50 mph.



Early morning finds the DuPont film shipment in eastern Indiana. The driving team hauling it drove steadily through the previous night—taking four-hour turns at the wheel—to stay on schedule.



The going gets r-o-u-g-h south of Chicago, as the trailer runs into slow-moving Saturday traffic. It's stop-go for nearly an hour.



In Chicago, the trailer moves into a terminal for servicing. Drivers, tractors are changed. Just 90 minutes later it's off again.

Day and night, the trailer rumbled across the nation. In key cities between New Jersey and California, four experienced teams of drivers waited to take their turn in the cab on the straight-through-run.

Power-packed and equipped with nylon cord tires for added safety on the highway, the vehicle pushed ahead—out across the midwest, then over the Rockies and finally onto the coastal plain that borders the Pacific. (A photographic record of this impressive

cross-country trip, shot by a DuPont photographer, appears on these pages).

Exactly 122½ hours later, it was over. At their destination, the photographic supplies were unloaded, processed and, a short time later, delivered to the customers who needed them so urgently.

En route delays? None. Damage to merchandise? None. Motor freight service? Terrific. DuPont's opinion of truck transportation? WOW!



Goodbye, Chicago! Ravin' to go, the tractor-trailer skirts Midway Airport; turns west; and moves into the second leg of the trip.



Western Nebraska streaks past the onrushing vehicle. It's early Sunday morning and the trailer picks up time on the empty road.



On and on the trailer rolls. Nebraska is well behind it. Here comes Colorado. But there's still a long long distance ahead to travel.

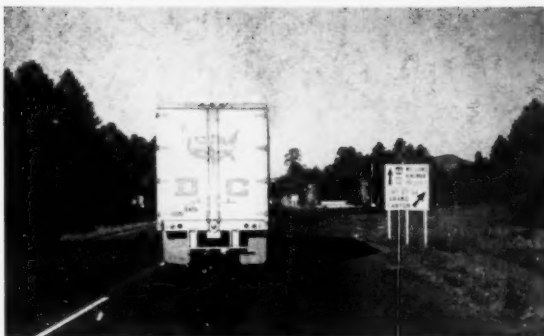


Still in Colorado, the trailer streaks past a group of roadside grain elevators. That night it moved into Denver for a check.

Shipping Management — National Hi-Way Shipper



It's early Monday morning. In the distance are the Rockies, as the trailer heads for Colorado Springs. On tap: New Mexico & Arizona.



Tuesday, 8 a.m. Outside of Flagstaff (Ariz.) the trailer whizzes past the heavily-driven turnoff to the fabulous Grand Canyon.



Rugged roads slow down the onrushing trailer as it heads through the Date Creek Mountain range. Ahead: Arizona's red-hot desert.



Whew, it's hot! But the trailer keeps right on going—past the dry plains of Arizona and Southern Cal., just north of the Mojave.



Civilization at last! Now the trip is almost over. The trailer moves up the Hollywood Freeway through early-morning traffic.



Destination: DuPont's Hollywood office. Some 3,200 miles from Parlin (N.J.) the journey is over. Trip time: a blistering 122½ hours.

**DELIVERY
COMPLETED**



NEW products

truck & trailer curtain

Problem: sub-dividing a truck or trailer into several compartments, each with a different temperature level. Load Holder's solution: a new 10' x 10' clear polyethylene film curtain.

About .006 (6 mil.) in thickness, the curtain reportedly is a snap to set up. It is supported by a telescoping spring-

loaded steel tube, positioned on a perforated steel belt rail. The curtain may be pulled taut by inserting a second tube through its bottom sleeve.

(check 82 on Help-O-Gram card)

recording accelerometer

Shipping damage a headache? Want

to find out where and how jolts and jars are injuring your in transit goods? A new recording accelerometer, recently developed by Research, Incorporated, may be the answer to your problem.

Dubbed the *Dyna-Count*, the device is specifically designed to record mechanical shocks—such as those caused by a truck driving on a bad road or a shipping container being dropped in transit. It counts the number of shocks equaling or exceeding a factory preset G-level and is responsive only to those accelerations which are perpendicular to its mounting surface.

Measuring 2-13/16" x 1-3/8" x 1-3/16", the mechanism is a self-contained unit. It is also self-energizing—like a self-winding wrist watch. The *Dyna-Count*'s digital counter has a storage capacity of 999 counts.

(check 83 on Help-O-Gram card)

NOW! You can buy in confidence



Rush merchandise arrives early...at no extra cost

CHECK YOUR IML FLYER SCHEDULES (Sample Schedules)

Overnight	between Salt Lake City and Denver
2nd Morning	between Salt Lake City and West Coast
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2nd Morning	between Chicago and Denver
2nd Morning	between West Coast and Denver
3rd Morning	between Salt Lake City and Chicago
3rd Morning	between Los Angeles and Kansas City
3rd Morning	between Oakland and Kansas City (EB)
4th Morning	between Portland and Kansas City
4th Morning	between Portland and Chicago
4th Morning	between Oakland and Chicago
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Beat the market! Merchandise assured on time arrival with IML Flyer Service. Plus exclusive IML Customer Service Man... With Teletype Billing that keeps in "constant touch" with your shipment from origin to destination. Prove it! Route IML.

IML INTERSTATE
MOTOR LINES, INC.



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Call your nearest Interstate Motor Lines Terminal

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48

humidity-resistant box

Looking for a corrugated container developed to shield in transit merchandise from the damaging effects of high humidity and water? The Federal Container Corporation's new *Dri-Bak* carton may be just what you need.

Said to be ideal for shipping frozen goods and other "wet" products, the container reportedly stands up well even under prolonged exposure to high humidity, frost and freezing. The manufacturer reports that tests have indicated the carton will not fall apart or delaminate even when submerged in water for up to 72 hours. What's more, when it dries, it quickly reverts to its original sturdy construction.

(check 84 on Help-O-Gram card)

cushioning material

Want to KO shipping damage? A new combination package wrap and cushioning material, developed by Preservation Packaging, Incorporated, could be exactly what you need.

Named *Zylex 6*, the plastic material is said to absorb motion, shock and vibration effectively. It features a series of highly resilient thermoformed protuberances, evenly spaced to afford in transit goods maximum protection from jolts and jars.

Zylex 6 is non-dusting, non-corrosive and non-abrasive. It is chemically resistant to acids, alkalis and organic solvents. The material's compression set: 8.1%

(check 85 on Help-O-Gram card)

Shipping Management—National Hi-Way Shipper

LTL cargo handling system

Designed to slash LTL motor freight handling costs, a new mobile bin system has been unveiled by the Hamilton Caster & Manufacturing Company. Initial applications of the advanced system, reports the manufacturer, have already resulted in significant gains in LTL tonnage handled per man-hour.

Keystone of the new system is the 48" long and 75" high, the bin has three enclosed sides and two plywood shelves, which fold up and may be removed easily. Other features include a push-bar handle, with a blackboard and bill holder; a floor truck lock, for holding the bin stationary on sloping floors; and a unique locking mechanism, designed to fasten the bin securely in place while in transit.



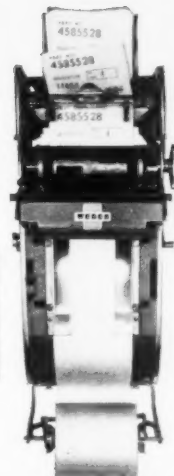
The actual operation of the Hamilton handling system is simple and highly efficient. The mobile bin is first loaded at the point of origin. Next it is moved aboard an outbound truck and locked in place. During the over-the-highway trip, the bin serves as a mobile shipping container, effectively safeguarding its contents.

Upon reaching its destination, the bin is released from its truck and rolled off. Its contents are then unloaded—with a minimum of confusion and costly man-handling.

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MYSTIK ADHESIVE PRODUCTS
Weber Label Printing Machine
Weber Industrial Park
Mount Prospect, Illinois



Weber Label Printing Machine produces product identification or content labels when, where and as they are required. Cuts costs, eliminates label inventory problems!

No matter what volume or assortment of labels you use—shipping, product identification, carton content, box end, etc. — a portable Weber Label Printing Machine in your office or plant saves money, time and effort. Compact, typewriter size — this fully automatic machine prints, counts, cuts to the size desired, and stacks labels at the rate of 105 per minute.

With a Weber Label Printer you no longer need to buy, store and inventory large quantities of labels. It enables you to print your own as you need them. You get control and

complete flexibility—print shipping labels one minute, product identification or packing slips the next. The Weber Label Printer can be adjusted in seconds to satisfy all your requirements for different sizes and varieties of labels for use in shipping, production, packing, inspection or for other departments. Prints from either a stencil or rubber mat on practically any roll stock—gummed, ungummed, linen or pressure sensitive. For more detailed information on the various Weber Label Printers, mail the coupon below.

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Meaning to both carriers and shippers? Improved efficiency, faster over-the-highway service, reduced loss and damage.

(Check 86 on Help-O-Gram card)

steel ramp

Developed to expedite loading-unloading and yard and warehouse handling operations is a new all-steel "bridge on wheels" created by the Elizabeth Iron Works.

Dubbed the *Lifetime Yard Ramp*, the unit has a load capacity of 15,000 pounds; is available in lengths ranging

from 25' to 36'; and is 70" in width. It features a deck riding surface of checkered steel plate for all-weather traction and stability.

According to the manufacturer, the ramp is highly maneuverable and a cinch to position. Reason? It has a set of 16" rubber tire wheels, which may be raised or lowered hydraulically.

(Check 87 on Help-O-Gram card)

For a complete roundup of the ATA's 26th Annual Convention, don't miss the November issue of *Shipping Management-National Hi-Way Shipper*.

NEW CHICAGO TRUCK TERMINAL TO SPEED FREIGHT HANDLING and TRANSPORTATION

Now going up in Chicago: a new \$30 million truck terminal.

Goal: to facilitate the handling and transportation of motor freight and relieve congestion (by an estimated 35%) on the Windy City's streets.

Labeled the National Truck Depot of Chicago, the massive facility is being constructed on a 300 acre site located west of Oak Lawn and adjacent to the Tristate Tollway. The major portion of its business will revolve around interline service—the transferring of motor freight from one carrier to another.

Designed to accommodate a staggering 9,000 trucks, the terminal will lease 1,200 doors to truck operators. It will feature an automated set-up calculated to speed up freight service by a full 24 hours and to handle as many as 25,000 inbound and outbound trucks daily.

According to company officials, the giant motor freight unit will be fully capable of processing up to 50 million pounds of freight every day, if its automated pickup and delivery line operates at a speed of three miles per hour. The actual potential of the line, they point out, is eight miles an hour.

In addition to automated equipment and procedures, the terminal will feature six 1,200 foot trucking docks, extending from the main shed. An intricate, up-to-the-minute closed circuit television installation, meanwhile, will enable the dispatcher to keep tabs on each dock and route traffic to prevent one dock from becoming overloaded while another is empty.

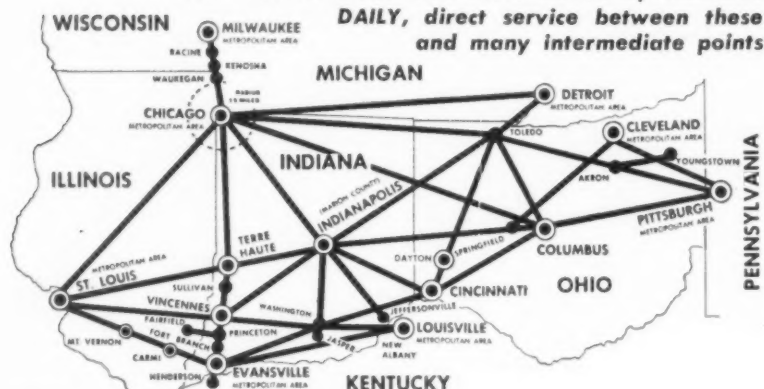
Other outstanding terminal features include direct access to and from the Tristate Toll road; a 600 unit motel for truckers; a mammoth restaurant; and a variety of service shops. More than 11,000 persons are expected to be employed at the terminal when it is in full swing.

Scheduled for completion by June 30, 1960, the new project is expected to be in partial operation next January.

Place: Baltimore. Event: the annual meeting of the Associated Traffic Clubs. Read all about it in next month's *Shipping Management-National Hi-Way Shipper*.

LET ONE PICKUP or DELIVERY DO THE JOB

Connecting line on L.T.L. and T.L. shipments to all States other than those served by Hancock.



STEEL DIV. — ESsex 5-3571

PERISHABLE DIV. — Waterfall 8-2545

LET HANCOCK pickup or deliver daily at a fixed time your shipments to and from all the points shown below

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Superior 1-6205

COLUMBUS, OHIO
Hickory 4-2128

CINCINNATI, OHIO
Mulberry 3312

ST. LOUIS, MISSOURI
Geneva 6-0171

EVANSVILLE, INDIANA
3-1141

YOUNGSTOWN, OHIO
9-9784

INDIANAPOLIS, INDIANA
Melrose 4-6363

DETROIT, MICHIGAN
Tashmoo 5-2535

TERRE HAUTE, INDIANA
Crawford 9689

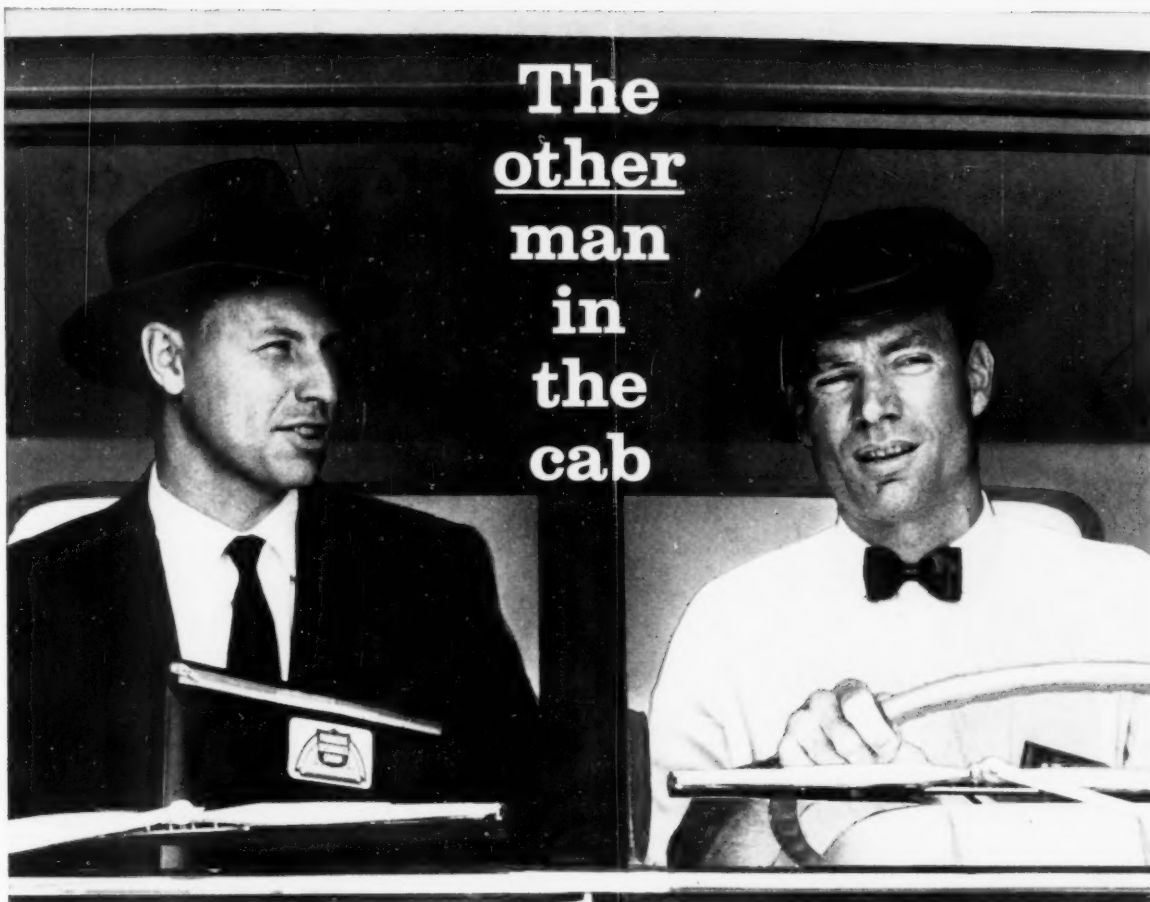
MILWAUKEE, WISCONSIN
Evergreen 3-6040

HANCOCK

TRUCKING, INC.

EXECUTIVE OFFICES, EVANSVILLE, INDIANA

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The other man in the cab

*When you insure with **TRUCK INSURANCE EXCHANGE**
your drivers never ride alone!*

Safety Engineers of FARMERS INSURANCE GROUP work night and day to protect your drivers, make their job easier, see to it that your loads get to their destinations on time.

Radar-equipped patrol cars give your drivers extra eyes and ears. FARMERS Safety Engineers constantly cover the millions of miles of truck routes criss-crossing America. In disaster areas they help to reroute your trucks to expedite delivery. They check speeds electronically, help you eliminate poor drivers, reward good ones.

In case of trouble the man from Farmers is at the spot FAST, to look out for your best interests and keep your wheels rolling. FARMERS is famous for FAIR settlements, for willing, FRIENDLY help.

SAFETY ENGINEERING MEANS GREATER PROFITS FOR YOU!

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Whether you operate one truck or a fleet, your best buy is **TRUCK INSURANCE EXCHANGE**. Give yourself this extra free service, give your drivers this added measure of safety.

The nation's biggest truckers have lowered insurance costs with our preventive services — yours free when you insure with FARMERS.

Call in the Truck and Business Insurance Specialist from your neighborhood FARMERS INSURANCE GROUP office. You'll find it listed in your phone book.

TRUCK INSURANCE EXCHANGE

"Safety is our Business"

Home Office, 4680 Wilshire Blvd., Los Angeles 54, California

CHECK NO. 37 ON HELP-O-GRAM CARD

October, 1959



Auto • Truck • Life • Fire • Business

Check for Yourself



ILLINOIS

TOLLWAY

BELOIT
To Madison

WISCONSIN
ILLINOIS

To Milwaukee

Follow these Trail
Blazers to the Tollway

The Tollway May Save You Time and Money

Write or Phone for Free Folder

Get this folder. It tells how the 187-mile Illinois Tollway may benefit your operations...

- ...how it may save time, permit you to schedule extra trips.
- ...how it may save fuel and maintenance costs.
- ...how it will cut traffic hazards.
- ...how it can reduce load damage to livestock and fragile merchandise.
- ...how it can help keep you on schedule, especially in bad weather.

Send for this Informative Folder Today!

Illinois State Toll Highway Commission
22nd St. and Midwest Road
Hinsdale, Ill.
Send folder with special information for Truckers.

Firm

Your Name

Address

City

State

(5)

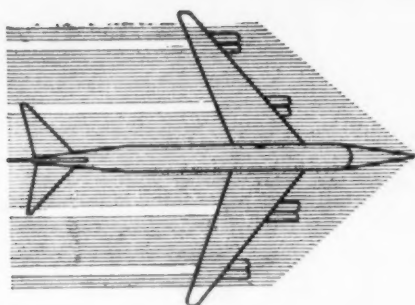
**Make the
TOLLWAY
Your Truckway**



Here are ways
You may benefit

**ILLINOIS STATE
TOLL HIGHWAY
COMMISSION**

CHECK NO. 38 ON HELP-O-GRAM CARD



AIR CARGO NEWS

Look for the British Overseas Airways Corporation to expand its sky freight operations by establishing a new all-cargo service, across the Atlantic. BOAC has already asked the British Air Transport Advisory Council for permission to operate two all-cargo round-trip flights per week between the United Kingdom and the United States.

When the carrier inaugurates its all-cargo hops, it is expected to use either Constellations, Britannias or Boeing 707s. North American cities which would be served under the projected BOAC program: New York, Montreal, Boston, Detroit, Chicago, Philadelphia, Washington and Baltimore.

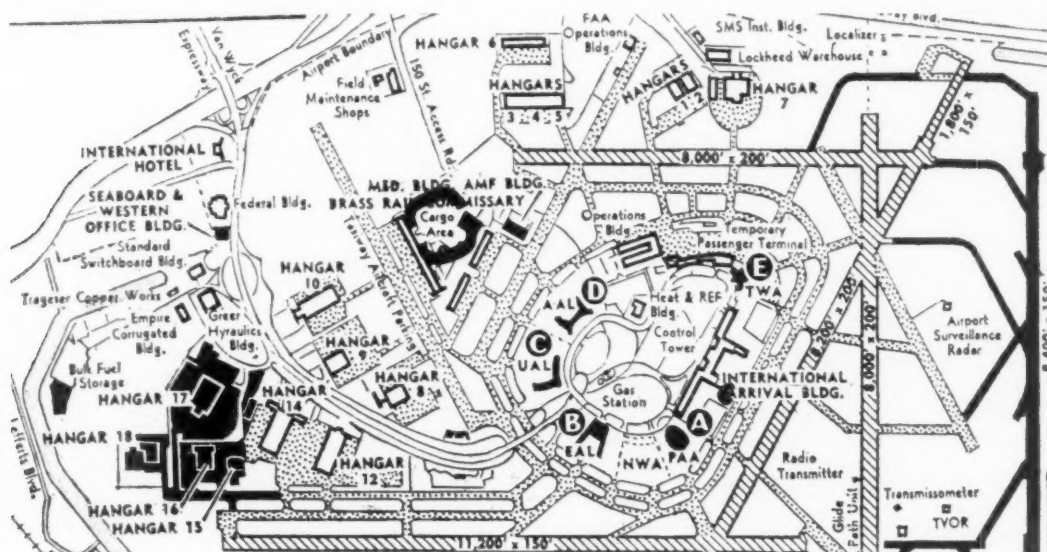
On the move, Canadian Pacific Airlines pepped up its trans-Canada air freight schedule with a new, 400 mph Britannia. Cities now being served by the sleek propjet include Montreal, Toronto, Winnipeg and Vancouver . . . Daily, non-stop Boeing 707 Boston-Los Angeles service has been established by American Airlines. West-bound flights leave Boston at 11 AM (local time) and arrive in Los Angeles at 1:15 PM (lt), while eastbound hops depart from Los Angeles at 1:45 PM (lt) and arrive in Boston at 9:20 PM (lt).

Continental Airlines is now offering deferred air freight rates on the following routes: Chicago-Kansas City; Chicago-Denver; Chicago-Los Angeles; Kansas City-Los Angeles; Denver-Los Angeles . . . Trans-Australia has become the seventh world airline to offer Lockheed Electra propjet service . . . Air Express International's recently inaugurated program to assist importers of small shipments has been expanded to include all of France.

New York International Airport—keystone of the trans-Atlantic cargo-passenger operations of most of the world's leading air carriers—is growing by leaps and bounds.

Currently under construction at the airfield (see map below) are a whole host of new facilities, including five Jet Age terminals. Occupants: Eastern Airlines; United Air Lines; American Airlines; Trans World Airlines; and Pan American World Airways.

In the works are two other terminals—one to be shared jointly by Northwest Airlines, Northeast Airlines and Braniff International Airways, and the other specifically designed for small carriers.





Northeast Airlines last month inaugurated daily Boeing 707 jet service between New York and Miami . . . Alitalia has extended its cargo receiving hours at its office in Cargo Building #83, New York International Airport, to 12:30 AM on weekdays . . . Trans World Airlines' jet cargo-passenger service is spreading like wildfire. Latest runs added include: Philadelphia to Los Angeles and Pittsburgh-Chicago-Los Angeles.

What's the busiest airport in America? According to the Federal Aviation Agency, in 1958 Midway Airport (Chicago) again ranked as the nation's #1 field in inbound-outbound traffic. Los Angeles Airport, Dallas Airport, Washington National Airport, La Guardia Airport, Miami Airport and New York International Airport trailed, in that order . . . Pan American World Airways is now operating jet flights between New York and Buenos Aires. En route stops: Caracas and Asuncion. Flying time for the 5,444 mile hop: a blistering 11-1/2 hours.

Lufthansa German Airlines hopes to begin flying to Bangkok and Karachi this fall. On tap for Spring: Tokyo . . . Delta Air Lines has inaugurated DC-8 jet service between New York and Atlanta . . . The British Overseas Airways Corporation is now operating all-cargo flights between London and Bangkok (via Zurich, Beirut, Karachi and Rangoon) and between London and Singapore (via Frankfurt, Damascus and Calcutta) . . . Cubana Airlines is now offering daily cargo-passenger flights between New York and Havana. Equipment: Britannias. New York International Airport departure time: 4:30 PM.

In a new move aimed at adding to its all-cargo capacity, Pan American World Airways has placed an order with the Lockheed Aircraft Company for 12 power-packed 207 air-

freighters. A modified version of the highly successful C-130 Hercules — currently being utilized by the Air Force with outstanding results—the 207 is a turboprop aircraft and has a payload of well over 73,000 pounds.

Pre-loaded containers! That's United Air Lines' answer to the problem of speeding up the handling and processing of freight and baggage hauled aboard its spanking new Douglas DC-8 jets.

According to UAL officials, the system should make it possible to unload cargo, parcels and luggage from an inbound jetliner in well under three minutes—about one-fifth the time normally required under conventional procedures.

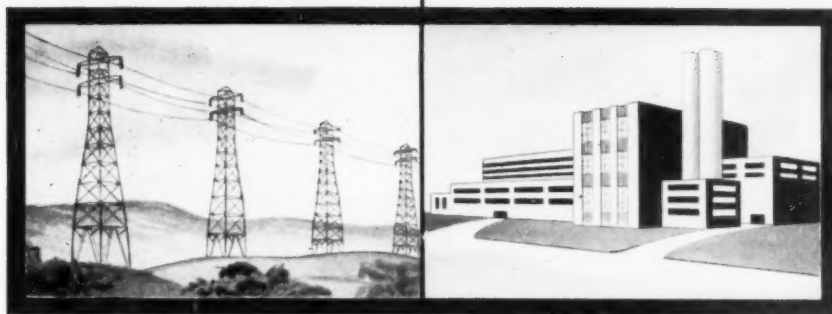
Produced of light-weight fiberglass, the tub-shaped container matches up perfectly with the contour of the DC-8's cargo compartment, located on the underside of the plane. The tub is inserted or yanked out of its housing by an electric hoist.

All DC-8s will carry 11 containers. Capacity of each unit: about 1,100 pounds of freight, express and mail—plus 25 pieces of luggage.

Both the containers and handling system being utilized by UAL stem from a 2-1/2 year research program conducted jointly by the airline and the Douglas Aircraft Company.

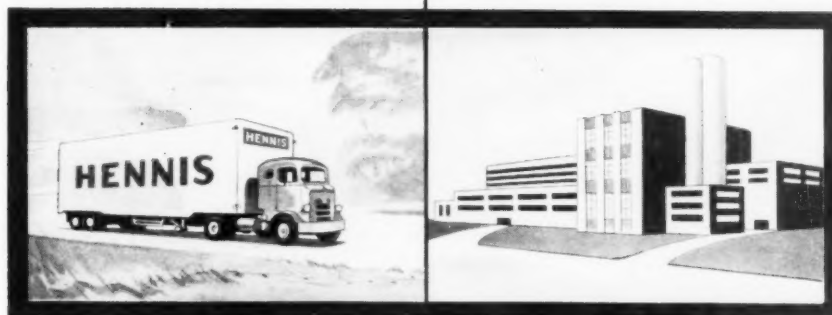
The Scandinavian Airline System will extend its Caravelle jet service to six additional European cities this winter—Nice, Barcelona, Madrid, Lisbon, Frankfurt and Moscow. In addition, SAS will offer 46 weekly DC-7C flights between Scandinavia and New York, Montreal, Los Angeles and Anchorage, Alaska.

United Air Lines has inked interline traffic agreements with two mid-European carriers—Polish State Airlines and Hungarian Air Transport.



Modern power and Industry

Partners in Progress



Hennis and Industry

As today's electrical power provides the muscle for turning the wheels of industry so Hennis provides modern service for moving the products of industry. The Hennis people consider themselves a part of their customer's organization — an extension of his shipping department. The Hennis representative will be happy to call and explain how Hennis' sure and efficient freight service can be helpful to you.

Write or telephone now.



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FREIGHT LINES, INC.
"Servant of Industry"



P. O. BOX 612 TELEPHONE 4-9211
 WINSTON-SALEM, N. C.



FLEXIBLE ROUTING, trouble-free shipping. The latest in highway go-how is the specialty of this carrier. Check 1 for details.

FAST SERVICE on LTL shipments and second morning deliveries. Great Lakes to Gulf. Check 2 for info.

PACKAGE EXPRESS SERVICE to many areas not reached by other public transportation. Seven-day-a-week, 24-hour-a-day service, nationwide. FREE details if you check 3.

FASTER, SAFER, MORE DEPENDABLE. Get one-carrier direct trucking service coast to coast. One-carrier responsibility. Check 4.

LOW-LEVEL TRAILERS for 12' 6" states let you carry just as much freight as in the old 13' trailers. Profits stay up, gas and wear and tear costs go down. Find out more by checking 5.

DAILY, CONSISTENT, DEPENDABLE motor freight service. Linking 20,000 business centers. Sound good? Check 6.

SHIPPER SERVICE PLUS is the aim of this motor carrier. Try its alert information center. Details? Check 7.

END YOUR SHIPPING WORRIES. Fast deliveries; safe handling; full co-operation. Check 8 for details.

HELP-O-GRAM

Oct. 1, 1959

For more information on any advertisement or keyed editorial item, fill out the card below, check the appropriate key numbers, detach, and mail to: **HELP-O-GRAM Department, Shipping Management-National Hi-Way Shipper, 425 Fourth Avenue, N.Y. 16, New York.**

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new products

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Name _____ Title _____

Company _____

Address _____

Type of Business:

☐ Manufacturing; ☐ Wholesale; ☐ Retail

Major Products: _____

ATTENTION...

MOTOR TRANSPORT EXECUTIVES!



MAJOR A. RIDDLE, for many years a prominent truck lines owner and executive, now owner and general manager of . . .

the Dazzling

DUNES HOTEL & CASINO

LAS VEGAS' MOST LAVISH RESORT

INVITES YOU TO write, wire or phone for reservations. He will always give your calls or messages **TOP PRIORITY**. Every Motor Transport Executive will get **PERSONAL ATTENTION** and **'RED CARPET TREATMENT'** all the way!" says the "Major"



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LAS VEGAS



ONLY LUFTHANSA offers NONSTOP All Cargo Flights to Germany... "Heart" of Europe!



Lufthansa is your answer to prompt delivery in Europe. From centrally located Frankfurt there are fast and frequent connections to all Continental points, the Near and Middle East.

Daily service from New York plus nonstop all cargo flights every Wednesday and Friday at 10 P.M. Also flights from Chicago and Montreal.

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LUFTHANSA **SUPERCARGO** has 111,111 lbs. of lift capacity to Europe every week... Make LUFTHANSA your No. "1" choice

LUFTHANSA

GERMAN AIRLINES 555 Fifth Avenue, New York 17, N.Y.
MU 2-9100. Offices in principal cities of U.S. and Canada

CHECK NO. 40 ON HELP-O-GRAM CARD

October, 1959

57

THE FIRST INTERCHANGEABLE SUSPENSION LINE

**FRUEHAUF—FIRST WITH FULLY INTERCHANGEABLE VANS
FIRST WITH FULLY INTERCHANGEABLE SUSPENSIONS**



New Lightweight Air Ride Suspension combines unequalled simplicity with unequalled stability. It is a minimum weight suspension which provides just the right spring action with any kind of load. It is the completely different, trailing leaf Air Spring that absorbs road shock, controls sway, provides lateral axle stability, and prevents wheel hop during braking. Single or tandem axle units.



New Lightweight S-Type Spring Suspension is considerably lighter than earlier leaf spring suspensions but just as economical and stable. The newly designed integral frame construction permits greater accessibility when relocating suspension. The suspension can be quickly and inexpensively relocated. It's available with either I-Beam or tubular axles. Single or tandem axle units.



New Adjusto-Roll Air-Lift Suspension Mounting allows fast, precise axle adjustment in $\frac{1}{2}$ inch increments along 72 inches of total travel. The Adjusto-Roll mounting is easily adapted to either the Fruehauf Safety Air Suspension or S-Type Leaf Spring Suspension on Fruehauf Volume-Vans. A special automatic locking device fully protects both Trailer and load.



New Wide Spread Air Or Leaf Spring Tandems give added flexibility to Fruehauf Volume-Vans, provide you with maximum legal payloads where state laws apply. Fruehauf wide-spaced tandems have the advantage of minimum weight increases. Fruehauf Safety Air Suspension is available as a tandem axle unit which slides from conventional to 109" axle spacing as desired.



*For Forty-Five Years—More Fruehauf Trailers
On The Road Than Any Other Make!*

CHECK NO. 41 ON HELP-O-GRAM CARD

58

World's Largest Builder of Truck-Trailers

FRUEHAUF TRAILER COMPANY

10940 Harper Avenue

Detroit 32, Michigan

Shipping Management — National Hi-Way Shipper

SAFE, SPEEDY, SMOOTH over-the-highway service is the specialty of this motor freight carrier. Check 9 for details.

THE FINEST SERVICE you can get from trucks. Low gas consumption, low repair bills, top performance. Check 10.

DIRECT, DEPENDABLE, FAST. Motor freight service thru Tenn., Ky., Mo., Ga., Ala., and Ohio. Check 11.

PERSONAL ATTENTION to LTL shipments and service from the Gulf to the Great Lakes. That's what this outstanding motor carrier offers. Check 12.

SERVING THE EASTERN SEABOARD. Reliable, speedy, safe motor freight service. Check 13.

TAPING PRODUCTION UP, taping costs down with this new gummed tape. With special new-formula glue, check 14.

CUT PARCEL MAILING COSTS with a postage meter. No calculating how many stamps you need. No licking and sticking. One stamp, one motion. Check 15.

ELIMINATE TRACING PROBLEMS with this carrier. Scheduled on line and off line. Check 16.

SHIPPERS PREFER this truck line for speed, efficiency in the Midwest. Seventeen terminals to serve you. Check 17 for details.

YOUR MOTOR FREIGHT is in good hands when you use this outstanding over-the-highway carrier. Check 18.

THE SHIPPER COMES FIRST with this motor carrier. Try it and see. For details, check 19.

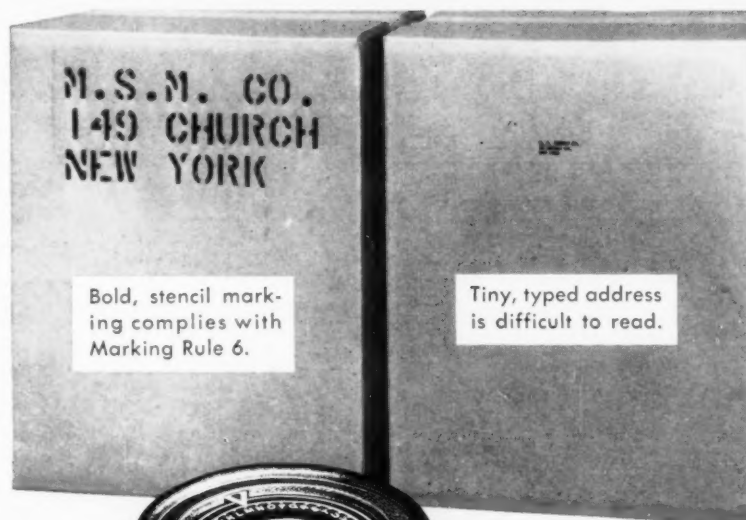
COMBINE THE STRENGTH OF STEEL and the light weight and resilience of wood . . . for superstrong wirebound boxes. Check 20.

TRAILER VERSATILITY and proven quality. The answer to your trailer needs? Check 21.

SHIPPING PROBLEMS vanish when this experienced carrier handles your freight. Check 22 for info.

(Continued on page 61)

WHICH MARK IS YOURS?



FOUR SIZES:
1", 3/4", 1/2", 1/4"

"FREIGHT MUST BE STENCILED or otherwise durably and plainly marked" reads Rule 6, Marking Freight.

Do your shipments pass this test?

PLAINLY MARKED—can you read the address at 10 feet?

DURABLY MARKED—is the address weatherproof and permanent?

Careless marking costs shippers millions of dollars yearly, say railroads and truck lines. Proper marking would save this.

Try the Marsh Stencil Method on your shipments one week free. Write for sample stencil of your name and 24-page booklet on proper marking.

MARSH

MARSH STENCIL MACHINE CO. . . .
BELLEVILLE 75, ILL.

Pin to letterhead and mail for free booklet and sample stencil of your name.

NAME _____

TITLE _____

CHECK NO. 42 ON HELP-O-GRAM CARD

Fast delivery as "easy as B-O-A-C"

WHEN your customer or branch overseas is waiting...BOAC can expedite your shipment.

Everyone on our team...clerical, ground, air personnel...all buckle down and make you feel that every shipment you entrust to BOAC gets interested, careful, conscientious handling *and fast delivery.*

We carry no "orphans." Every parcel, package, crate and carton receives individual attention...when it flies with BOAC.

Frequent flights mean certain space for your shipment. Try BOAC next time!

B·O·A·C

BRITISH OVERSEAS AIRWAYS CORPORATION
The Most Experienced Jet Airline
in the World

World-wide routes, with flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Toronto, Vancouver, Winnipeg.

General Sales Agents for QANTAS, TEAL, S.A.A., C.A.A., M.E.A., B.E.A., & B.W.I.A.

CHECK NO. 48 ON HELP-O-GRAM CARD

Helps

(Continued from page 59)

READY TO SOLVE the toughest traffic problem is this motor carrier. Check 23 for details.

MOTOR FREIGHT problems vanish when you turn your shipment over to this carrier. Interested? Check 24.

FROM THE SEA TO THE SEAWAY, this motor carrier will haul your goods all the way. Details? Check 25.

POWERED TO PACE TODAY'S TRAFFIC are the trucks made by this company. Want proof? Check 26.

NO SHIPPING HEADACHES when you use this motor freight carrier. Service is its specialty. Check 27.

TRAFFIC COURSE at home compiled by 175 prominent traffic executives. For further details check 28.

MIDWEST TO KNOXVILLE, Eastern Tennessee, Virginia and the Carolinas. Second morning delivery. Direct, through service. Check 29.

ADDRESS SHIPMENTS THREE TIMES FASTER with this new method. You roll on the address like rolling a rubber stamp. Check 30.

DEPENDABLE, FAST motor freight service is yours with this carrier. Check 31 for details.

TL OR LTL—this carrier will get your shipments to their destination speedily and safely. Check 32 and find out how.

A PROTECTION, not just a wrapping. This asphalt coated and reinforced paper comes in extra-wide widths. Check 33.

RUSH MERCHANDISE arrives early and at no extra cost when you use this fast-stepping motor carrier. Why not check 34 for more info?

TOUCH-STENCILING eliminates stencil boards, rubber stamps and label typing. FREE booklet on this hand duplicator if you check 35.

LET ONE DELIVERY, PICKUP DO THE JOB. Connecting line service on shipments to all states. Want the facts? Check 36.

(continued on page 62)

Are you losing \$5,000 to \$15,000 A YEAR

addressing multiple shipments?

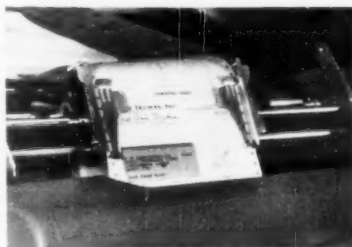
If you regularly address
5 or more cartons per shipment

you might be shocked to find out how much it is costing you to address your multiple shipments with antiquated, repetitive methods. They are not only time-consuming but are also subject to frequent errors and mis-shipments.



Addressing direct to PANL-LABL on carton is fast and easy.

The Modern STEN-C-LABL* Systems PROVIDE A TWO-WAY SAVING...



Typing continuous form STEN-C-LABL on IBM tabulating machine.



Addressing direct to carton with die-impressed STEN-C-LABL.

1 As a by-product of office procedure

Your present method of preparing your invoices, orders, bills of lading or shipping papers can also prepare STEN-C-LABLS at the same time. Whether you use manual or electric typewriters, electric billing or accounting machines, slave machines or various magnetic tape and punched IDP systems, there's a STEN-C-LABL to fit your requirements.

2 By making unlimited impressions direct to cartons, labels or tags

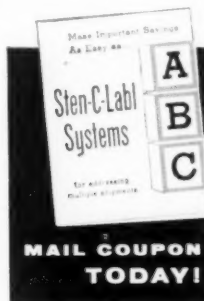
With handy squeeze-feed applicator, shipping department makes unlimited impressions direct to PANL-LABL printed on carton at no extra cost. Also addresses gummed labels and tags. Addressing is fast, neat, legible. Laborious, repetitive procedures are eliminated, preventing errors and mis-shipments.

DURABLY MARKED AND PLAINLY LEGIBLE at handling distance. A STEN-C-LABL address is sunproof and waterproof—becomes permanent part of carton. Reproduction is sharp and easy to read at handling distance.

IF YOU HAVE A MULTIPLE SHIPPING PROBLEM

regularly addressing 5 or more cartons per shipment, you may be able to save thousands of dollars with STEN-C-LABL. Thousands of present users are making substantial savings every year with a STEN-C-LABL System tailored to their requirements.

FREE BROCHURE gives full details!



STEN-C-LABL, Inc.

SM-10, 1821 University Ave., St. Paul 4, Minn.

Yes, I'd like to know more about saving with STEN-C-LABLS.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____

*Registered U.S. Pat. Off. The term STEN-C-LABL is the trademark and exclusive property of STEN-C-LABL, Inc. All STEN-C-LABLS are manufactured by STEN-C-LABL, Inc., St. Paul, Minnesota, under U.S. Patent No. 2,771,026. Other patents pending.

CHECK NO. 44 ON HELP-O-GRAM CARD

The Economy of Asphalt-paved highways gets you your big roads

PLUS...

...your all-important local and farm-to-market roads. You see, Asphalt-paved highways save up to 10% and sometimes up to 50% in construction costs. Further, maintenance costs no more, often less. Money saved building big roads with heavy-duty Asphalt pavement means that much more money is available for building and improving your state's entire network of roads.

*Bibliothèque of
"velvet smoothness" ...
Asphalt-paved
Interstate Highways*



THE ASPHALT INSTITUTE
Asphalt Institute Building, College Park, Md.

CHECK NO. 45 ON HELP-O-GRAM CARD



for
free
trial

SEE THE
YELLOW
PAGES } FOR NAME OF
NEAREST DEALER
OR WRITE DIRECT
TO FACTORY

WHY IDEAL AUTOMATIC STENCILING CUTS SHIPPING COSTS:

- ▶ Automatic character, word and line spacer increases speed and production.
- ▶ Saves at least 20% in stencil board.
- ▶ Cushioned hand wheel and handle, safety hood and other features make the Ideal easier to use — saving labor costs.
- ▶ Exceptionally long life — many Ideals have been in service over 20 years.

IDEAL

STENCIL MACHINE CO.

108 IOWA AVE.

BELLEVILLE, ILL.

CHECK NO. 46 ON HELP-O-GRAM CARD

62

Helps

(Continued from page 61)

TRUCK ACCIDENT prevention and protection are yours with this reliable insurance company. Check 37 for further information.

SAVE TIME, SAVE MONEY on one of the nations' outstanding highways. For further information, check 38.

SMALL SHIPMENTS get the same efficient service as big ones with this motor freight line. Complete coverage of all states served, check 39.

SAFE, SPEEDY air shipments are the specialty of this air carrier. For details, check 40.

MONEY-MAKING BACKBONES of leading carriers' fleets are the trucks made by this company. FREE info, check 41.

SAFER, FASTER SHIPPING when you make stencils with this company's machine. FREE pamphlet is yours for checking 42.

\$30 MILLION worth of motor freight handling efficiency and economy are being built into this new terminal. Interested? Check 43 for info.

BREAK BOTTLENECKS in addressing multiple shipments by typing stencil on typewriter and then printing with special applicator, 44.

ASPHALT ROADS mean economy-plus. Why? Check 45 and see.

CUT STENCILS WITH AIR POWER. This new attachment features push-button, air-operation, takes the work out of stencil cutting. Check 46.

(Continued on page 67)

In Chicago It's

ARTHUR E. NELSON

GENERAL CONTRACTOR
TRUCK TERMINALS

DESIGNED • ERECTED • FINANCED
Over 50 Terminals Erected in Chicago
Area Plus 11 Repeat Orders.

Recent Construction

Spector, Hinchliff, Huber & Huber, Staff-ke, All-States, Summit, Red Star, Ramus, Kramer Bros., Mueller Trans., Security Cigs., Carstenson, Norwalk, East Texas M.F., Gordons Transports, Transport M. Exp., Consolidated Pkg.

Sale • Lease • Contract

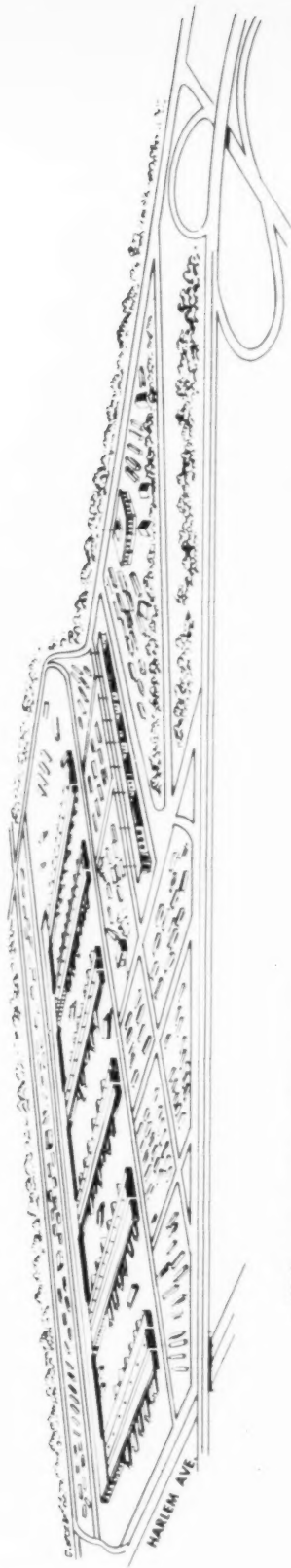
1240 E. 79th St. Chicago 19, Ill.

SAginaw 1-8900

CHECK NO. 47 ON HELP-O-GRAM CARD

Shipping Management — National Hi-Way Shipper

NATIONAL TRUCK DEPOT OF CHICAGO



EXECUTIVE OFFICES:
5807 W. 63rd. STREET · CHICAGO 38, ILL.
PHONE:
PORTSMOUTH 7-1345

Investigate the advantages of participating in the modern facilities of this, the Nation's largest Motor Freight Interchange Terminal, designed exclusively for the Common Carrier. Inquiries invited.



A GREEN LIGHT

FOR YOUR OPERATING CAPITAL

One way to increase the efficiency of money is to increase its "turnover." A motor carrier can do this by speeding up collections. And today, many leading carriers do this through Central National's unique Interline Clearing Service.

In cooperation with the CENTRAL MOTOR FREIGHT ASSOCIATION, important savings in clerical and operating costs are effected for the Motor Carrier. For details, write, stop in or phone MONroe 6-8300.

CENTRAL NATIONAL BANK *in Chicago*

ROOSEVELT ROAD AT HALSTED
Member: Federal Deposit Insurance Corporation
Federal Reserve System



CHECK NO. 49 ON HELP-O-GRAM CARD

NEW SPEED!

To Every Point

In KANSAS

Rapid Routed
LTL Shipments

Daily.

Knaus

TRUCK LINES, INC.

2415 Independence Ave.
Kansas City, Missouri

CHECK NO. 50 ON HELP-O-GRAM CARD

TRANSPORTATION

Profile



GUY D. COOPER
President
Cooper-Jarrett, Inc.

Then, in 1936, he left to join the Crown Drug Company as transportation manager.

Four years later, a combination of various incentives and family loyalty brought him back to Cooper-Jarrett, which by then had flourished to the million dollar annual gross income stage and had a fleet of 60 over-the-highway vehicles. Robert Cooper was president and Guy Cooper came in as operations and safety manager, working out of the Trenton terminal.

career interrupted

Then came World War Two. Cooper left Cooper-Jarrett in 1942 and joined the Quartermaster Corps as a Second Lieutenant. Three years later he was discharged as a Captain.

Back with Cooper-Jarrett again, Cooper was named director of over-the-road operations. In time he was elected a vice president, in charge of the carrier's Chicago terminal. And in 1953, Cooper became executive vice president.

Widely known in trucking circles as an able motor freight administrator and an outstanding labor relations man, Cooper last month was elected president of the Central Motor Freight Association. He is also a regional vice chairman of the ATA's Industrial Relations Committee and a member of the Joint Area Grievance Committee of the Central States Labor Agreement. Cooper served as Employers' Chairman of this group from 1955 through 1957.

Cooper has only one real hobby—but he goes at it hammer and tongs. He owns six horses and manages to ride several times a week. Once a year, he goes off in a cloud of dust with the Desert Caballeros—a riding club—for a rugged week in the saddle. He is also a 50% partner in the C-Bar-R ranch, a magnificent 1400-acre Hereford ranch in Mississippi.

● Guy D. Cooper's recently acquired title, President of Cooper-Jarrett, Incorporated, may indicate to the world at large that he's arrived. But to Cooper himself, it signifies only the start of an all-out drive to make good on the biggest challenge in his life—a challenge posed by his older brother, Robert, chairman of the board and president of Cooper-Jarrett until he turned over the presidency to the "kid brother" last July.

top motor carrier

The company the younger Cooper now heads is one of the nation's most outstanding motor freight lines. Last year it had record gross revenues of \$14 million. This year that total bids fair to shoot well past the \$16 million mark.

Few men in the trucking industry today, however, are better equipped to head a motor freight line the size of Cooper-Jarrett than Guy Cooper. To his new job he brings a varied background in motor freight and a wealth of experience in virtually every facet of a trucking company's operations.

Born in Alabama, 47-year-old Cooper was raised in Missouri. Shortly after his graduation from the University of Missouri in 1933—with a degree in journalism—Cooper went to work for newly-formed Cooper-Jarrett, Incorporated. The company, at that time, was still so wet behind the ears that Cooper himself drove the first truck the carrier ever owned.

The young Cooper worked as a general utility man in Cooper-Jarrett's Kansas City office for two years.

Shipping Management—National Hi-Way Shipper

Progress Report on Chicago's Newest FREIGHT TERMINAL

GOING UP . . . Officers and top operating personnel on site of new Chicago Terminal as construction started in April, 1959.



AND UP . . . photo shows progress of construction July 15th.



COMPLETED BY NOVEMBER 1st . . . The architects drawing below shows how the terminal will look when completed.



Your Confidence and Co-operation Inspired Us to Build a Better Service for You!

As always . . . our total effort is dedicated to the improvement of our service to shippers. New terminals . . . new, vastly improved equipment and facilities are but a few of the many innovations designed to serve you better. For example:

- Freight moving on a 7-day, 24-hour basis.
- 34 new LTL Express Runs for giving expedited LTL Service.
- New Direct Service Truckload Division . . . New Steel Hauling Division . . . New Perishable Goods Division . . . New Export-Import Department . . . New Customer Service Department.
- 90% increase in volume in past 9 months . . . direct result of our superior service.

- Fleet practically all new diesel . . . two-man sleeper cab, 3-axle diesel units.
- High cube, volume van type trailers used exclusively for hauling largest possible loads to better meet your shipping needs.
- New Claim Prevention program has reduced claims 30% in less than a year.
- 26 terminals in 19 States . . . fast connections to markets beyond the system.

Go with the line that's Going Places . . .

GENERAL EXPRESSWAYS, INC.

Present Address: 221 W. Roosevelt Road
CHICAGO 5, ILL.

After November 1st:
SUMMIT, ILLINOIS



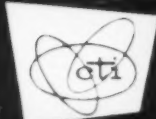
- General Expressways' new \$1,300,000 Chicago Terminal on a 65-acre tract in Summit, Illinois to be opened early Fall, 1959.
- Ideal location . . . quick access to major highways . . . North and South, East and West.
- Designed for streamlined operation . . . offices, dock and garage all under one roof.
- Dock area 35,000 square feet with 92 terminal doors.
- 75,000 square feet for garage and office facilities.

- Special operating corridor between dock area and office assures greatest efficiency and control.
- Floor conveyor system on terminal dock for high speed, efficient handling of freight.
- Unique service line, allows inspection and safety check on 12 incoming and outgoing units at one time.
- Automotive and Trailer shops with complete facilities for motor rebuilding and trailer maintenance.



The NEW Streamlined GENERAL EXPRESSWAYS

for safety and ease of handling



CONTAINER SERVICE

FOR GENERAL CARGO & HOUSEHOLD GOODS



OFFICES ALL OVER THE WORLD

CONTAINER TRANSPORT INTERNATIONAL INC.

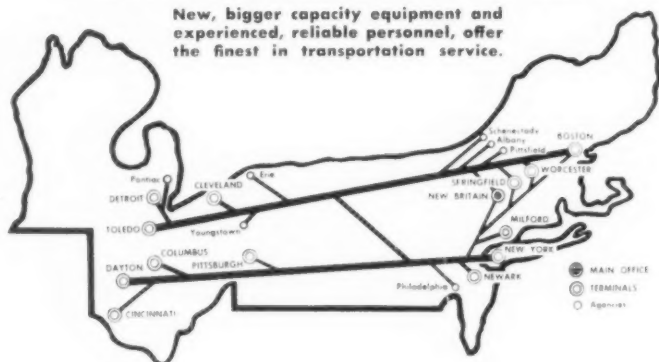
17 STATE ST., NEW YORK 4, N.Y.

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DIRECT SERVICE FROM WEST TO EAST

New, bigger capacity equipment and experienced, reliable personnel, offer the finest in transportation service.



- **LOAD AND GO PLAN's** constant written teleprinter communication expedites loading and unloading of shipments, speeds tracing and billing, insures correct billing through pre-audited freight bills.
- **DIRECT SERVICE** from industrial and commercial midwest to important east coast markets.
- **\$5,000,000 CARGO LIABILITY** insurance protects your shipments.

For fast, dependable Middle Atlantic service, ship via

MIDDLE-ATLANTIC TRANSPORTATION CO.

976 WEST MAIN ST., NEW BRITAIN, CONN.

CHECK NO. 53 ON HELP-O-GRAM CARD

Traffic News

(Continued from page 42)

packaging materials; drug packaging; production line and machinery; and package printing.

Big news at Container Transport International, Incorporated. Lt. Col. R. L. Hunter, U. S. Army (Ret.), has joined the company as manager of its Port Newark, New Jersey, terminal operations. Rear Admiral R. G. Visser, meanwhile, has joined the firm as representative for the Mediterranean area . . . P. A. Hertsberg has been named Gordons Transports' rep in Ohio, Indiana and Kentucky.



P. A. Hertsberg

Trailmobile, Incorporated, has added F. E. Thompson to its Los Angeles sales force and J. E. Martin to its Nashville staff . . . New York International Airport's new import manager is M. F. Samuels, formerly with Air Express International . . . Packaging Consultants, Incorporated, a brand new firm of packaging engineers, has been formed in Washington. The group will be available for consultations in such vital distribution areas as preservation, packaging and handling.

The Stone Container Corporation has purchased the Acme Carton Company of Chicago . . . Brigadier General F. C. Gideon has become Director of Transportation at the Air Material Command's HQ and has assumed the chairmanship of Project: Safe Ship, AMC's anti-loss and damage program . . . New TM and assistant TM at William H. Rorer, Incorporated, are L. W. Morse and J. Guthrie.

Nine new promotions at Eastern Air Lines, designed to boost the carrier's expanding sky freight operations: T. H. Kneelans, as assistant cargo sales manager; E. M. McClane, Jr., as manager of air freight in N. Y.; E. Phillips, as manager of air freight in Newark; W. J. Chesney, as manager of air freight in Miami; R. Swiatek, as manager of air freight in Chicago; A. V. Brown, as manager of air freight in Atlanta; J. R. Adamiak, as supervisor of air freight in

Boston; **R. J. DeBejar**, as supervisor of air freight in St. Louis; and **A. Díaz**, as supervisor of air freight in San Juan.

Jot this down on your calendar! The 5th Annual Joint Military-Industry Symposium will be held in Washington, February 8-10, 1960 . . . **T. J. Brookshier**, former Philadelphia Eagle pro football star, has joined the Denver Chicago Trucking Company's sales and public relations staff . . . New assistant TM at the Pittsburgh Coke & Chemical Company is **W. E. Lowe** . . . **J. P. Kalivoda** has been appointed manager of the Fruehauf Trailer Company's Evansville, Indiana, branch . . . The British Overseas Airways Corporation has named **P. E. Homes** as Resident Sales representative for Cincinnati . . . **W. T. Scott** has been appointed assistant GTM by the Air Reduction Company.

Appointments at Pacific Intercontinental Express: **W. T. Cannon**, as director of sales and traffic for P-I-E's Bulk Commodities Division; **N. Amend**, as Chicago district manager; **W. R. Petheram**, as a sales rep for the Spokane area; **R. E. Littlejohn**, as a sales rep for Eugene, Oregon; and **L. C. Robinson**, as P-I-E's Pasco, Utah, branch office manager.

W. L. Cupit has been named TM at the Dewey & Almy Chemical Division, **W. R. Grace & Company** . . . Texas-Arizona Motor Freight has opened a spanking new 2,400-square-foot office building in El Paso, Texas. The building will house the carrier's HQ executive staff . . . **W. T. Shine, Jr.**, has been named general sales manager by the Steffke Freight Company.

Helps

(Continued from page 62)

TRUCK TERMINALS, designed, erected, financed. Need help? This general contractor may have the answer. Check 47.

SPEED AIR CARGO AND CLERICAL WORK with this airline. Less forms to fill out, simpler documentation. Check 48.

SERVICE to the motor freight shipper is the specialty of this bank. Check 49.

DELIVERY TIME CUT on LTL, truckload shipments through Kansas City with this line's new terminal. Check 50.

SAFE, SURE DELIVERIES. That's the promise of this top-notch motor carrier. Interested? Then check 51 for details.



MID-STATES packaging wire to meet modern requirements



MID-STATES STITCHING WIRE



gives you frictionless, uniformly smooth flow off the coil and through the stitching head to assure high-speed, uninterrupted operation. Available in 5, 10, 25 and 50-lb. coils. All standard gauges. Special gauges on request. Galvanized and copper-coated finishes.

ALSO wires for a wide variety of uses such as tying, baling, binding, stapling, et cetera. A complete line of cost-savers to meet every packaging requirement. Write today for further details, samples and prices.



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CONTAINER LEASING service for use with general cargo, household goods. Check 52.

DIRECT MOTOR FREIGHT SERVICE from west to east is provided by this dependable carrier. Check 53.

HIGH SPEED, uninterrupted stitching with this brand of stitching wire. Smooth, frictionless flow. Comes in 5, 10, 25 and 50 pound coils. Check 54.

EIGHT TERMINALS, 250 tractors, 280 semi-trailers—all geared to provide top-notch motor freight hauling. Check 55.

WRITES on all materials. Efficient economical. Check 56.

SAFETY WHEEL BLOCKS may be the answer to your safety problems. Check 57 and find out.

SIXTY YEARS OF EXPERIENCE in freight forwarding help this company give you the fastest service to both coasts. Cross-country offices. Check 58.

AUTOMATIC TACKERS end snags and costly tie-ups in the shipping room caused by clumsy label tacking meth-

ods. Use a one-hand tacker for better, faster, easier fastening. Check 59.

SPEED SHIPPING ROOM PROCEDURES with these handy label gluers that apply the right amount of glue to each label quickly and efficiently. Check 60.

NEW ARROWFLYTE SCHEDULE. Have your LTL shipments speed-treated. Check 61 for more info.

TERMINALS AND OFFICES in principal cities, long experience help this trucking company give speedy service and safe delivery. Want more information? Check 62.

EFFICIENT. FAST motor freight pickup and delivery account for the leadership of this motor freight carrier. For more details, check 63.

FLUORESCENT PAINT means added safety. Interested? Want a free paint sample, additional data? Check 64.

Missed anything? Why not check and double-check this issue's Helps For Better Shipping? They start on page 56.

high transport costs labeled severe drag on U. S. industry

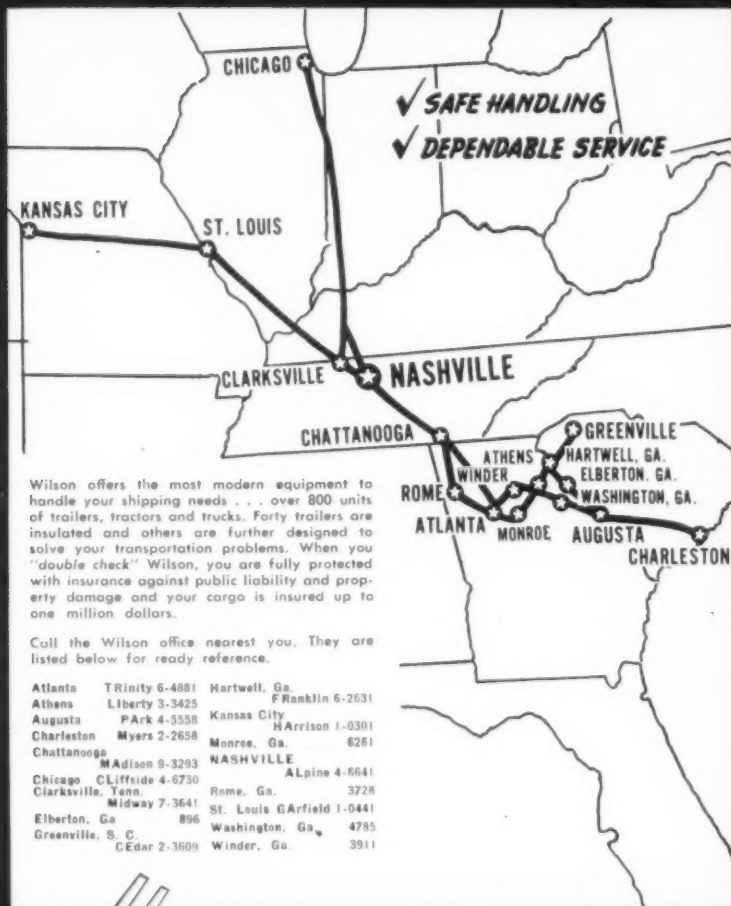
America cannot hope to compete successfully with foreign trade until it modernizes its transportation system. So says General E.C.R. Lasher, one of the nation's foremost transport authorities.

According to General Lasher, transportation costs are currently eating up 5% to 20% of the consumer's dollar. Result? Foreign products are competing more and more effectively with U.S.-made goods.

The answer, General Lasher believes, is a drastic revamping of our transportation setup. Greater economy and efficiency, he reports, depend on "the adoption of a uniform container that can be shipped interchangeably by rail, truck, water and air, followed by an end to barriers that prevent the various modes of transportation from offering integrated, coordinated services."

Declares the General: "The necessary technology is here. What we really need now is some agreement among the carriers, their unions and the regulatory bodies—agreement on standards, rates and areas of responsibility."

As a double check...ship **WILSON**



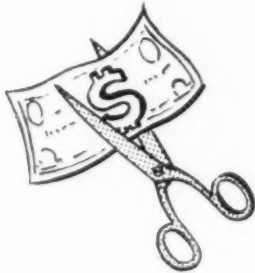
WILSON TRUCK COMPANY, INC.
General Office: 176 LAFAYETTE ST., NASHVILLE, TENN.

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LISTEN, MR. TRAFFIC MANAGER

● We don't claim that it's a new or revolutionary idea. But the utilization of *truck floor plans* is proving extremely helpful in our warehousing and distribution operations.

Actually, we developed this floor plan system on our own. It consists of printed 8½" x 11" sheets of paper on which have been plotted the scaled dimensions of various types of truck interiors.



There are several ways in which these floor plans may be used. In shipments to warehouses around the country, for example, these plans—forwarded by air mail as soon as a shipment leaves the main distribution center—lets the warehouse know where various items are located on an incoming trailer. If there is more than one trailer involved, the merchandise on each trailer and its precise position are identified.

In a recent Massachusetts-to-Texas shipment, for instance, three full trailers of materials were shipped. Consisting of some 20 different items, the consignment was completely palletized.

As each trailer was loaded, a checker—utilizing a truck floor plan—carefully noted the location of each pallet load of goods in its trailer. When all three trailers were loaded, his floor plans were immediately forwarded to Texas.

Result? When the trailers finally arrived at the Texas warehouse, personnel unloading them knew exactly where everything was located. Thus they were able to unload the trailers according to a definite plan, eliminating the tedious task of first unloading and then spotting inbound goods in the warehouse.

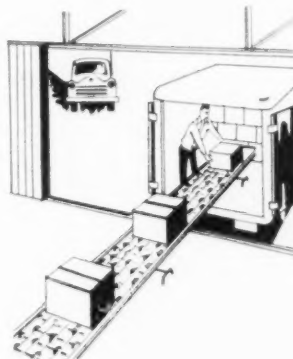
In a move aimed at further increasing the efficiency of warehouse unloading and spotting operations, we have even gone a step further. We are permitting warehouses to actually dictate the placement of materials in trucks, making it easier for them to unload and handle inbound goods. They let us know how

they want merchandise loaded by sending "desired placement" floor plans in with their orders.

In instances where a warehouse fails to specify pallet locations, we follow this procedure. Received from a warehouse by the central office, an order is forwarded to the distribution center. A form is then prepared by the center, listing the number of pallet-loads of a specific item that will be shipped.

This sheet is then sent to the traffic office. There, a layout—showing the placement of commodities in a truck, designed to take full advantage of weight and classification—is drawn by a traffic assistant. The layout is then returned to the distribution center and outbound merchandise is loaded according to the traffic assistant's diagram.

In addition to using floor plans in our own operations, we often send them to our suppliers' traffic departments. Thus we let them know how we want our inbound merchandise to be loaded. This is extremely helpful in cases where there are several different lots of the same material in one unit. By having floor plans before them when an inbound trailer service arrives, our warehousemen know exactly how many pallet loads of each item there will be. Consequently, they can provide the proper storage area for adequate flotation before the material arrives.



Another way in which we are using floor plans is in the training programs we run for our warehousing personnel. In the course of these programs, problems involving transportation are assigned to our trainees. They are asked to place different materials—according to weight and classification—in various kinds of over-the-highway vehicles. The result is a better warehousing operation all around.

A shippers' guide to STATE MOTOR TRANSPORT ASSOCIATIONS

● Motor freight problem? Need help? State motor transportation associations stand ready to supply you with the answers to your most pressing trucking puzzlers. Here, for your convenience, is an up-to-the-minute, double-checked roster of these associations:

Alabama Trucking Association—422 Bell Building, Montgomery.
 Arizona Motor Transport Association—411 N. Central Ave., Phoenix.
 Arkansas Bus & Truck Association—409 Ringo Street, Little Rock.
 California Trucking Associations—12th & L Streets, Sacramento.
 Colorado Motor Carriers Association—4060 Elati Street, Denver.
 Motor Transport Association of Connecticut—410 Asylum Street, Hartford.
 Delaware Motor Transport Association—P. O. Box 446, Wilmington.
 District of Columbia Trucking Association—1424-16th St., NW, Washington.
 Florida Trucking Association—704 Gilmore Street, Jacksonville.
 Georgia Motor Trucking Association—328 Ponce de Leon Ave., N.E., Atlanta.

Idaho Motor Transport Association—Eastman Bldg., Boise.
 Central Motor Freight Association of Illinois—343 S. Dearborn, Chicago.

Indiana Motor Truck Association—2905 N. Meridian Street, Indianapolis.
 Iowa Motor Truck Association—604 Capital City Bank Bldg., Des Moines.
 Kansas Motor Carriers Association—2900 S. Topeka Blvd., Topeka.
 Kentucky Motor Transport Association—709 Republic Bldg., Louisville.
 Louisiana Motor Transport Association—1216 Main Street, Baton Rouge.
 Maine Truck Owners Association—415 Congress Street, Portland.
 Maryland Motor Truck Association—3000 Washington Blvd., Baltimore.
 Massachusetts Motor Truck Association—262 Wasington Street, Boston.
 Michigan Trucking Association—Ft. Shelby Hotel, Detroit.
 Minnesota Motor Transport Association—2451 University Avenue, St. Paul.
 Mississippi Trucking Association—King Edward Hotel, Jackson.

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OR ANY MATERIAL!**

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***FLASHDRY INK MARKER**
never dries up when left uncapped

**exclusive Wet-Wick,
Valve Action***

*It's a brand-new concept... it's the ALL-NEW FLASHDRY INK MARKER that's always ready for use. Just push down and Presto! The ink is flowing again... no matter how long the cap has been off!

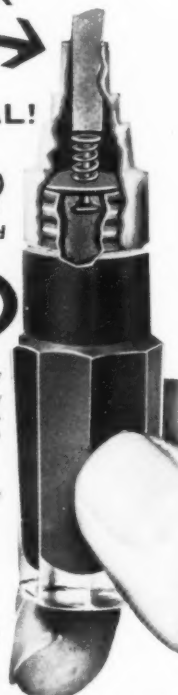
- Writes on any surface, including metal
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- 8 brilliant colors
- Guaranteed 2-miles* of writing
- Can't evaporate, completely leakproof
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**BLOCK
THAT
WHEEL**



**... and
PREVENT
THIS!**

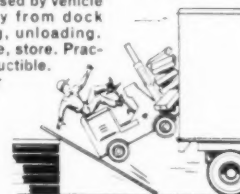
Safety Wheel Blocks are light, strong, tough because they're **STEEL CASTINGS**. Hold heavy trucks, trailers with ease. Prevent accidents caused by vehicle moving away from dock while loading, unloading. Easy to handle, store. Practically indestructible. Stocked for Immediate Delivery

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Missouri Bus & Truck Association—628 Jefferson Street, Jefferson City.

Montana Motor Transport Association—912 Wyoming Ave., Billings.

Nebraska Motor Carriers Association—500 S. 13th Street, Lincoln.

Nevada Motor Transport Association—1093 S. Virginia St., Reno.

New Hampshire Truck Owners Association—275 Hanover St., Manchester.

New Jersey Motor Truck Association—10 Hill Street, Newark.

New Mexico Motor Carriers Association—500 2nd St., NW, Albuquerque.

Empire State Highway Transportation Association—44 E. 23rd St., New York.

North Carolina Motor Carriers Association—219 W. Martin St., Raleigh.

North Dakota Motor Carriers Association—110 3rd St., Bismarck.

Ohio Trucking Association—Hotel Deshler-Hilton, Columbus.

Associated Motor Carriers of Oklahoma—P. O. Box 983, Oklahoma City.

Oregon Trucking Associations—1401 N.W. 19th Street, Portland.

Pennsylvania Motor Truck Association—711 Telegraph Bldg., Harrisburg.

Rhode Island Truck Owners Association—49 Weybosset Street, Providence.

Motor Transportation Association of South Carolina—2425 Devine Street, Columbia.

Associated Motor Carriers of South Dakota—104 W. 8th St., Sioux Falls.

Tennessee Motor Transport Association—Hermitage Hotel Office Building, Nashville.

Texas Motor Transportation Association—406 E. 11th St., Austin.

Utah Motor Transport Association—208 W. 8th St., S., Salt Lake City.

Vermont Truck & Bus Association—111 Main Street, St. Johnsbury.

Virginia Highway Users Association—Jefferson Hotel, Richmond.

Washington Motor Transport Association—4101 4th Ave., Seattle.

West Virginia Motor Truck Association—303 Duffy Street, Charleston.

Wisconsin Motor Carriers Association—1 W. Main Street, Madison.

Wyoming Trucking Association—114 N. Market Street, Casper.



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LIFSCHULTZ ...and be sure!

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PROMPT DAILY PICKUP and DELIVERY

LIFSCHULTZ FAST FREIGHT
FASTEST TO BOTH COASTS!

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October, 1959

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Tired of using clumsy, jam-up, slow-working tackers? Then it's time you switched to rugged, fast, always-dependable Hansen Tackers... the light-weight models with heavy duty performance! Remember the name... Hansen!

HANSEN AUTOMATIC TACKERS

36 MODELS—80 STAPLE SIZES

SEND for free literature... now!



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who is saving money in their labeling!

General Electric Co.

writes:

"... we are using the Glue-Fast label gluer daily in our operations, and find it very commendable."



\$18.50

6-INCH MODEL ILLUSTRATED

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Manufacturers of Label Gluers and Glues for ALL Purposes.

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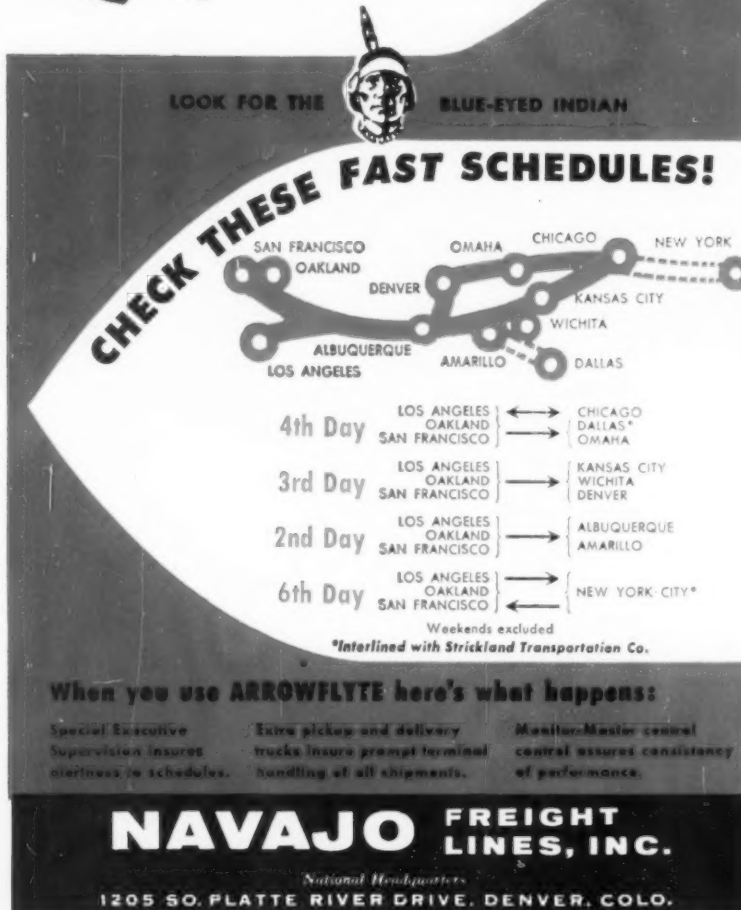
NAVAJO

Customer Approved

ARROWFLYTE SCHEDULES

the most reliable time-saving L.T.L. service on the road!

In only 4 busy months thousands of Arrowflyte "speed-treated" shipments have been delivered on schedule. Where you have urgent delivery dates, rely on Navajo Arrowflyte service.



NAVAJO

Customer Approved

ARROWFLYTE SCHEDULES

the most reliable time-saving L.T.L. service on the road!

In only 4 busy months thousands of Arrowflyte "speed-treated" shipments have been delivered on schedule. Where you have urgent delivery dates, rely on Navajo Arrowflyte service.

LOOK FOR THE BLUE-EYED INDIAN

CHECK THESE FAST SCHEDULES!

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LOS ANGELES, OAKLAND, SAN FRANCISCO → CHICAGO, DALLAS*, OMAHA

3rd Day

LOS ANGELES, OAKLAND, SAN FRANCISCO → KANSAS CITY, WICHITA, DENVER

2nd Day

LOS ANGELES, OAKLAND, SAN FRANCISCO → ALBUQUERQUE, AMARILLO

6th Day

LOS ANGELES, OAKLAND, SAN FRANCISCO → NEW YORK CITY*

Weekends excluded

*Interlined with Strickland Transportation Co.

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Special Executive Supervision insures overnight schedules.	Extra pickup and delivery trucks insure prompt terminal handling of all shipments.	Monitor-Master central control assures consistency of performance.
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National Headquarters
1205 SO. PLATTE RIVER DRIVE, DENVER, COLO.

ADVERTISERS' INDEX

Asphalt Institute, The	62
Associated Truck Lines, Inc.	Back Cover
Atlantic States Motor Lines	22
Bartlett Trailer Corp.	32
Brady Motorfreight	29
Braswell Motor Freight Lines	15
British Overseas Airways Corp.	60
Calumet Steel Castings Corp.	70
Central Motor Lines, Inc.	36-37
Central National Bank in Chicago	64
Consolidated Freightways	8
Container Transport International, Inc.	66
Cooper-Jarrett Inc.	13
Crown Zellerbach	23
Denver-Chicago Trucking Co.	3
Dunes Hotel and Casino	56
Eastern Express, Inc.	2nd Cover
East Texas Motor Freight	21
Flash Mfg. Co.	70
Fruehauf Trailer Co.	58
General Expressways, Inc.	65
Glue-Fast Equipment Co.	71
Gordons Transports, Inc.	1
Greyhound Corp., The	2
Hancock Trucking, Inc.	50
Hansen Mfg. Co., A. L.	71
Henniss Freight Lines, Inc.	55
Hoover Motor Express Co.	18
Ideal Stencil Machine Co.	62
Illinois State Toll Highway Commission	52
International Harvester Co.	39
Interstate Dispatch, Inc.	30
Interstate Motor Lines, Inc.	48
Johnson Motor Lines, Inc.	22
Knaus Truck Lines, Inc.	64
Kramer Bros. Freight Lines, Inc.	42
LaSalle Extension University	40
Lawter Chemicals, Inc.	40
Lifschultz Fast Freight	71
Lufthansa German Airlines	57
Mack Trucks, Inc.	16-17
Marsh Stencil Machine Co.	59
Middle-Atlantic Transportation Co.	66
Mid-States Steel & Wire Co.	67
National Truck Depot of Chicago	63
Navajo Freight Lines, Inc.	72
Nelson, Arthur E.	62
Norwalk Truck Lines, Inc.	38
Pacific Intermountain Express	3rd Cover
Pilot Freight Carriers, Inc.	33
Pitney-Bowes, Inc.	25
Rathborne, Hair & Ridgway Box Co.	31
Ringsby Truck Lines, Inc.	35
Spector Freight System, Inc.	7
Sten-C-Labl, Inc.	61
Super Service Motor Freight Co.	40
Texas-Arizona Motor Freight, Inc.	41
Thilmany Pulp & Paper Co.	43
T.I.M.E., Inc.	27
Trailmobile Inc.	4-5
Transcon Lines	30
Truck Insurance Exchange	51
Universal Fountain Brush Co.	40
Weber Marking Systems, Inc.	49
Wilson Truck Co., Inc.	68

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Transportation News

Volume 7

Issue 9

At P-I-E People Spell The Difference!



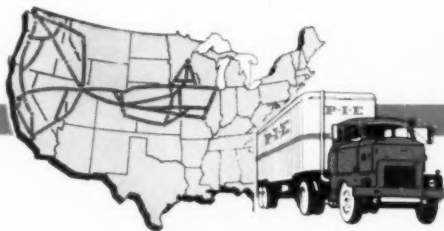
To meet your shipping deadlines it takes

A Pick-up without a Let-Down

On time . . . time after time . . . you can depend on P-I-E's Pick-up Driver to meet your shipping and delivery deadlines. By two-way radio, he's in constant contact with the City Dispatcher. He knows within minutes after you call just when he must be at your plant.

Over the years P-I-E's Pick-up Drivers,

men like Harold Coover in Denver, have earned the shipper's confidence. They've become a symbol of dependable service. They reflect the friendly interest and determination of *all* the people at P-I-E "to deliver the goods—in good shape—in good time." That's why we say, at P-I-E, *people spell the difference!*



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TERMINALS AND OFFICES IN PRINCIPAL CITIES • GENERAL OFFICES: P-I-E BUILDING
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P-I-E DELIVERS THE GOODS...in good shape...in good time!

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